

EECA Consumer Energy Monitor: FY2025 review

September 2025



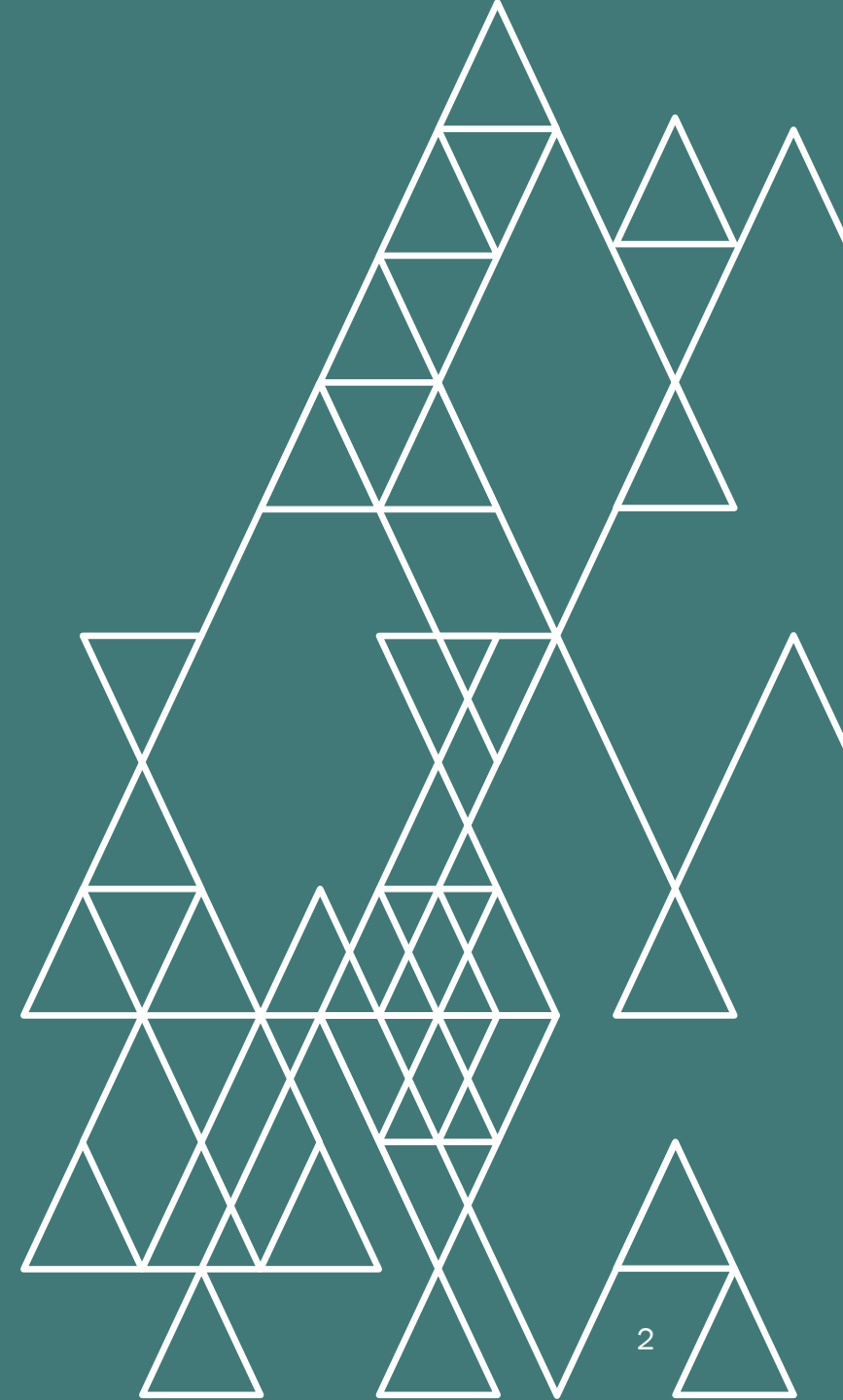
Background

This study is designed to understand New Zealanders' relationship with energy:

The monitor captures data on how New Zealanders are interacting with energy in their home, both as a snapshot and how this develops over time. Alongside broader behavioural and attitudinal trends, this study allows EECA to evidence impact of its programmes and interventions.

This report takes a holistic view of the FY2025 year (July 2024 – June 2025) – a snapshot of how New Zealanders are using energy and where they are on their energy efficiency journey.

The results encompass data from all four dips of the new tracking study. Whilst most of the report looks at the year in aggregate, where notable shifts have emerged time-period data is shown.



Methodology

Each quarter, approximately 750 New Zealanders take part in an online survey designed to capture insight in the following areas:

- Context of energy use (house age, energy supply, household structure etc.)
- Approach to energy consumption (how aware they are of their energy costs, their sentiment towards this, what actions – if any – they are aware they could take to reduce energy use, and what they actually do)
- Broader attitudes towards energy, knowledge of renewables and appetite to find out more
- Awareness and engagement with EECA and related brands.

The sample is nationally representative based on age, gender and region.

In total, a sample of 3,085 survey responses were analysed, across the 4 dips.

- Dip 1: n=760 took part in the study. Fieldwork took place from 16/09/24 – 26/09/24.
- Dip 2: n=790 took part in the study. Fieldwork took place from 24/10/24 – 15/12/24.
- Dip 3: n=758 took part in the study. Fieldwork took place from 19/01/25 – 22/03/25.
- Dip 4: n=777 took part in the study. Fieldwork took place from 07/04/25 – 17/06/25.

Summary

- Over the past year levels of concern about energy costs among New Zealanders has persisted.
- Affordability and security of supply of energy are the leading concerns for New Zealand households. Four in five are concerned about further increases to electricity prices, more so than any other energy type.
- Just a third of New Zealanders are on power plans with off-peak pricing. However, once people make the switch nearly nine in ten of those who are on an off-peak plan change their behaviour to make the most of off-peak electricity.
- Around 15% of households have switched electricity providers in the past 12 months, with little change over the year, indicating plenty of latent potential for New Zealanders to shop around for better plans.
- Energy efficiency is increasingly on the minds of New Zealanders, as throughout the year we have seen a steady rise in New Zealanders' interest to learn more about energy efficiency in the home.
- We see tensions where those who stand to gain the most through reducing costs, for example, those in cold and draughty homes, are taking less action or feeling less empowered. There is a reality that those with more financial capability or those that own their own home have more tools available to reduce energy costs.
- This report shows that the need to reduce energy bills is substantial, levels of awareness for many energy efficient actions is high, however, the key challenge lies in converting this awareness and capability into consistent action to address this important need.

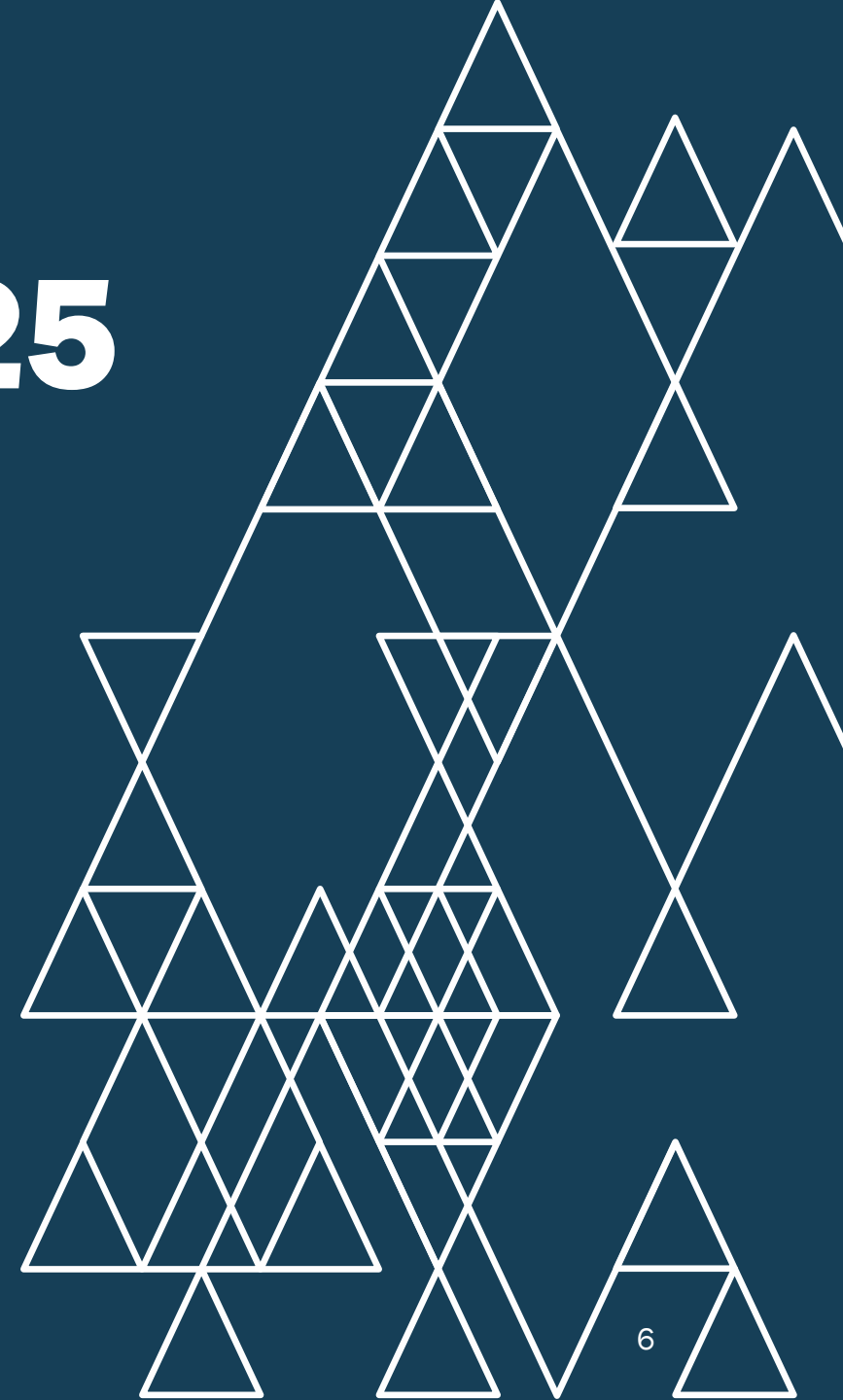
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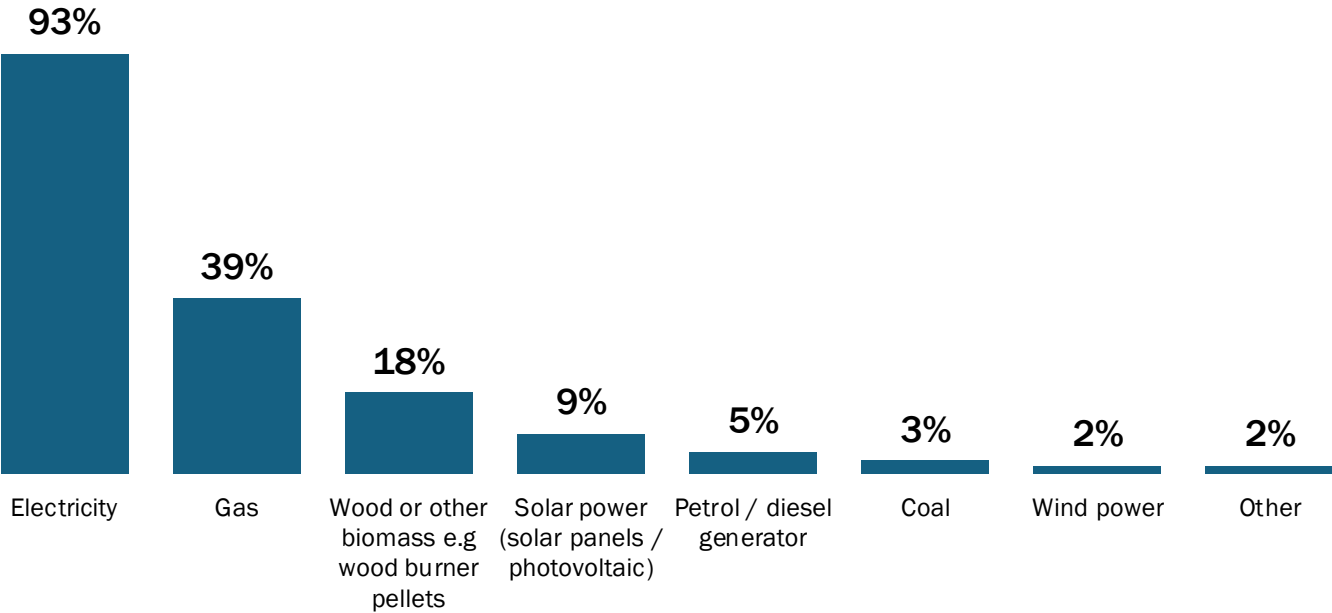
How New Zealanders are using energy in 2025



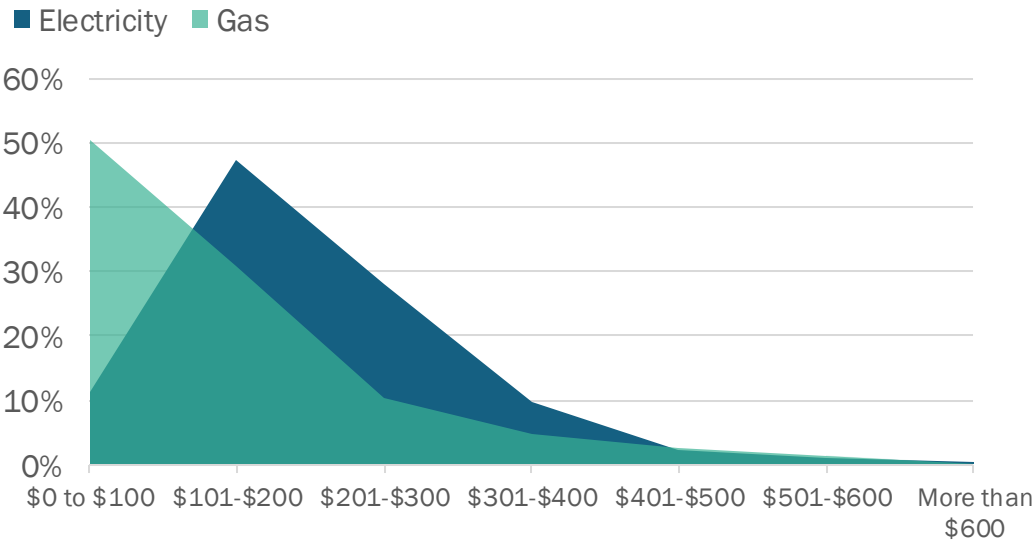
Half of New Zealand homes run solely on electricity.

Gas features in nearly two-fifths of households. Just under half of consumers spend between \$101-\$200 on their electricity bill in an average month, whereas gas bills are typically lower – half spend less than \$100.

Types of energy households use



Average monthly electricity and gas bill

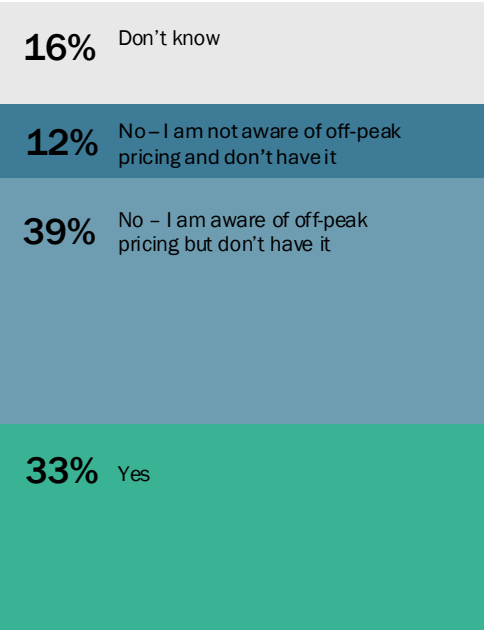


Q: Does your household receive an electricity energy bill from a power supplier each month? Base: Total since Nov 2024 n=2069
Q: And does your home have a gas supply? Base: Total n=2325
Q: And do you use any of the other types of energy in your household? Please think about energy you use inside your house, rather than for things outside like BBQs, patio heaters. Base: Total level n= 3085. Use other types of energy outside of electricity Base n=2878. Uses sources of energy outside of gas Base n=1192
Q: How much is your household's monthly gas bill? Your best guess is fine Base: Use gas n=1192
Q: How much is your household's monthly electricity bill? Your best guess is fine. Base: Use electricity n=2878

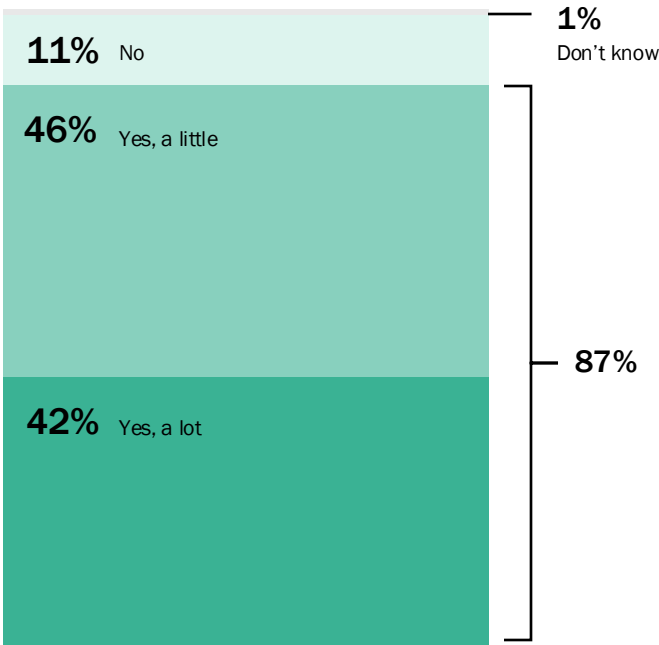
Uptake of off-peak power pricing plans is low, with a third of consumers taking advantage.

However, a large majority (87%) of those who are on a plan change their behaviour in particular, using the clothes washer or dishwasher at off-peak times to reduce their energy costs.

Are you currently on an electricity plan which has off-peak pricing?



Do you or your household change your power usage to take advantage of off-peak power?



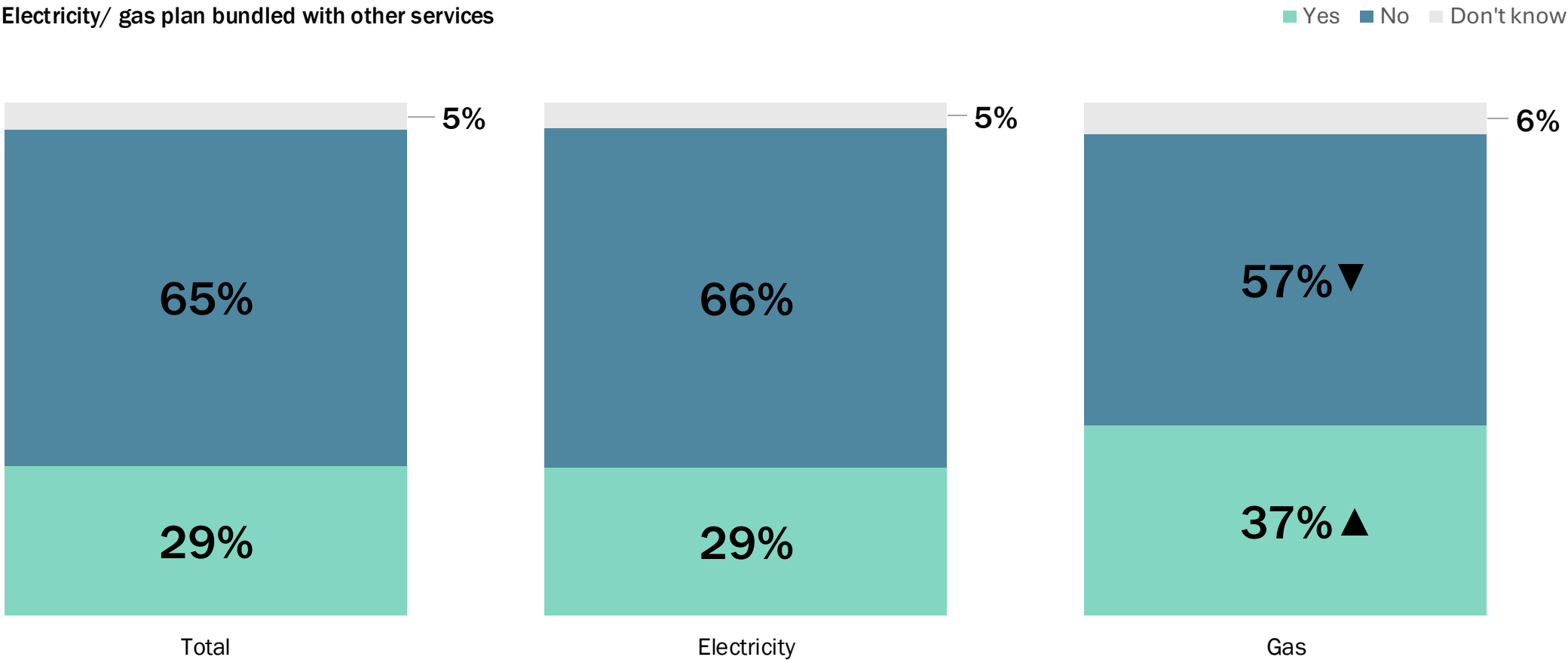
Appliances used during times of off-peak power to reduce energy costs

Clothes washer	66%
Dishwasher	59%
Clothes dryer	48%
Heat pump	40%
Hot water cylinder	27%
Other electric heating	17%
Electric vehicle charger	12%
Other type(s) of appliance	5%
None of these	2%

One third of electricity/ gas consumers have a bundled power plan.

Bundled plans are more common among consumers who have gas (37%).

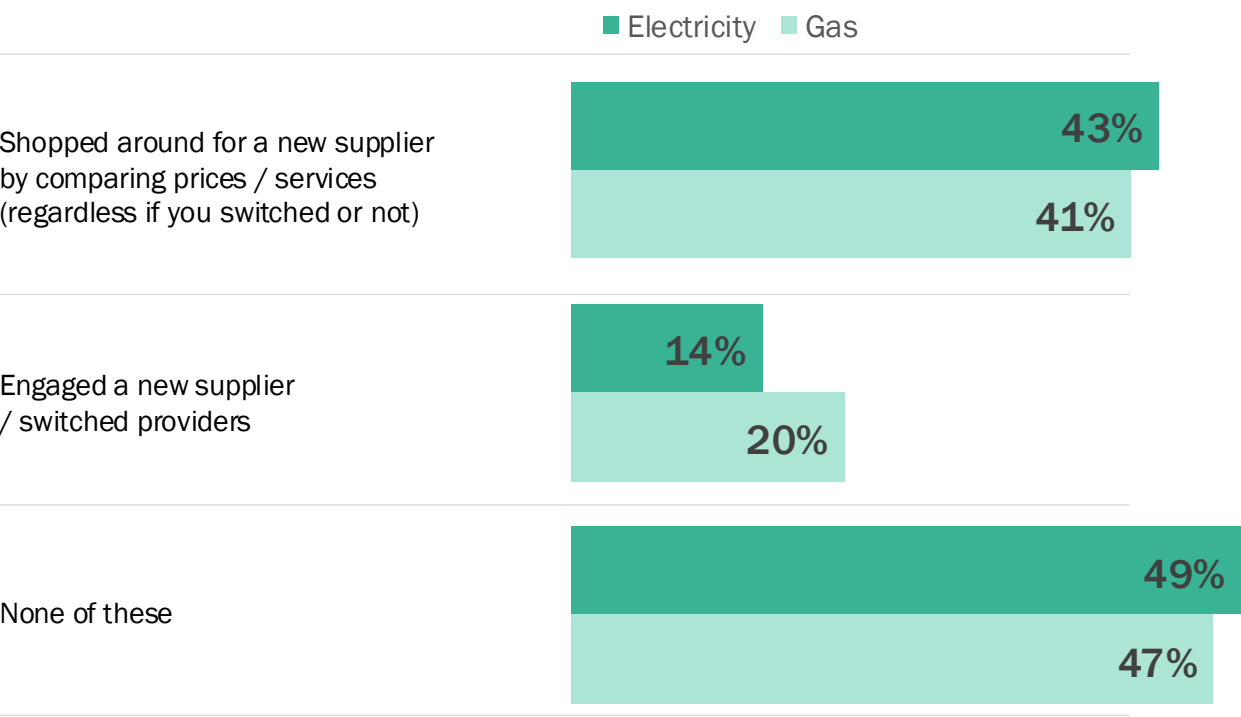
Electricity/ gas plan bundled with other services



Half of electricity and gas users haven't shopped around or engaged a new supplier in the last 12 months.

Those who shopped around typically went online - online comparison sites (68%) or individual provider sites being the most popular.

Whether shopped around for electricity/ gas supplier in the last 12 months

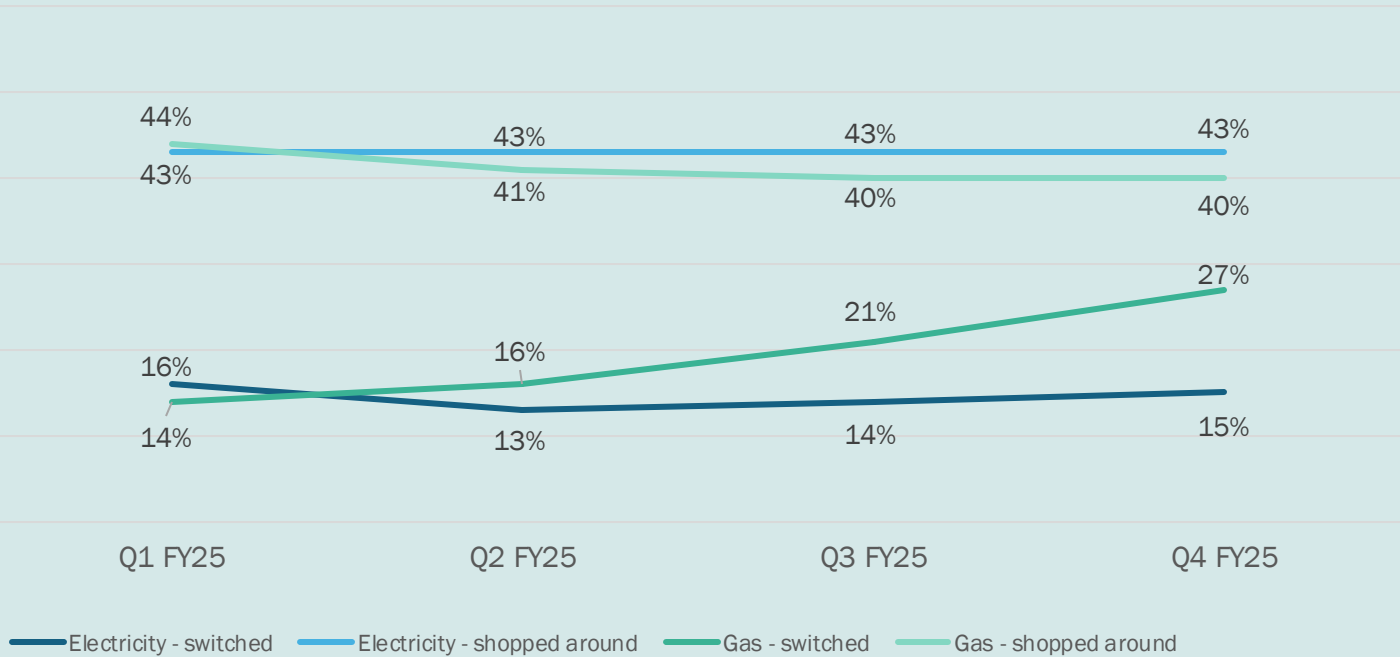


Sources that those who shopped around used

Used online price comparison sites (e.g. Powerswitch, Glimp, Power Compare, MoneyHub NZ)	68%
Checked websites of individual providers	53%
Used consumer websites (e.g. Consumer NZ, Canstar Blue)	36%
Talked to family or friends	31%
Contacted providers directly (or they contacted you)	26%
Other	1%
Don't know	1%

Shopping around for a new supplier is consistently occurring across the year. However, the percentage of gas users who have made a switch has grown the past 12 months.

Switched or shopped around for new electricity/ gas supplier in the last 12 months – wave-on-wave



Households that have switched electricity or gas suppliers tend to be younger, living in transient accommodation in urban areas.

Switched electricity suppliers in the last 12 months Demographic skews

Among Total - % switchers	14%
18 – 34 year olds	20%▲
Those living in urban areas	21%▲
Young couples without kids	25%▲

Switched gas suppliers in the last 12 months Demographic skews

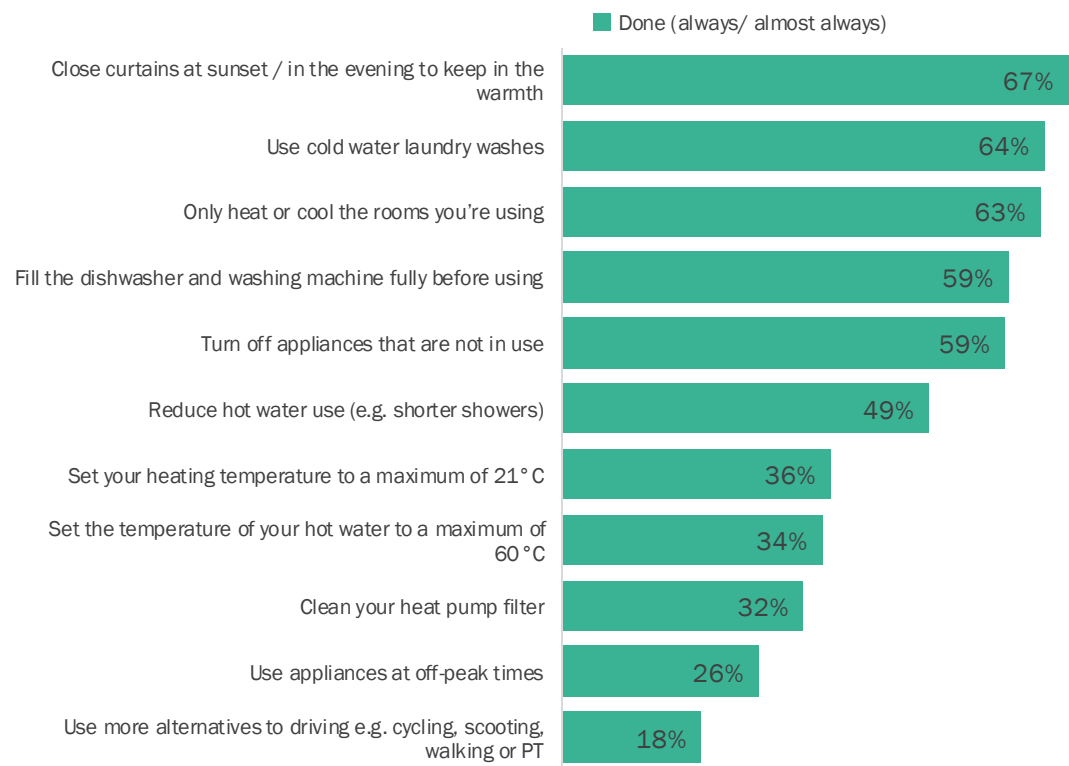
Among Total - % switchers	20%
18 – 34 year olds	26%▲
Those living in urban areas	33%▲
Young couples without kids	28%▲
Apartment dwellers	39%▲

Financially uncomfortable households are not exhibiting higher levels of shopping around or switching, nor use of offpeak periods.

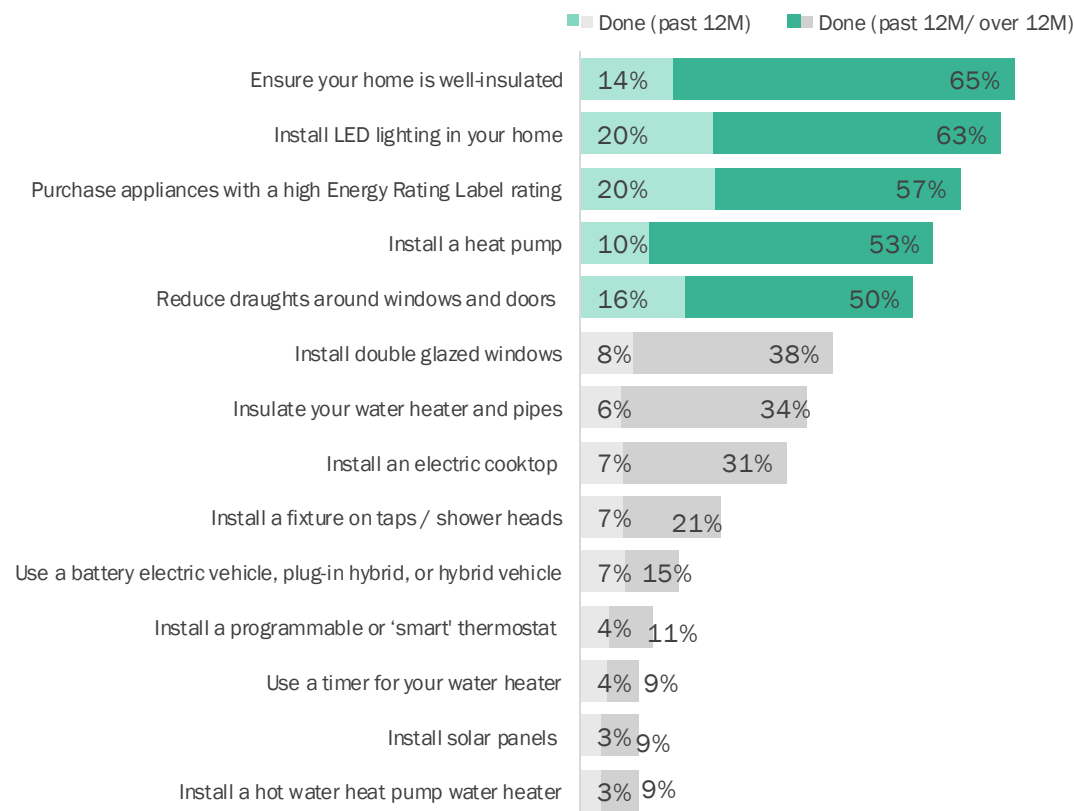
Over half of New Zealanders carry out everyday habitual energy efficient behaviours in their home life... however uptake of actions that require intentional implementation has less traction.

Actions such as using temperature settings, maintenance or upgrades, and installations are done by a minority of the population.

Energy efficiency actions & investment done

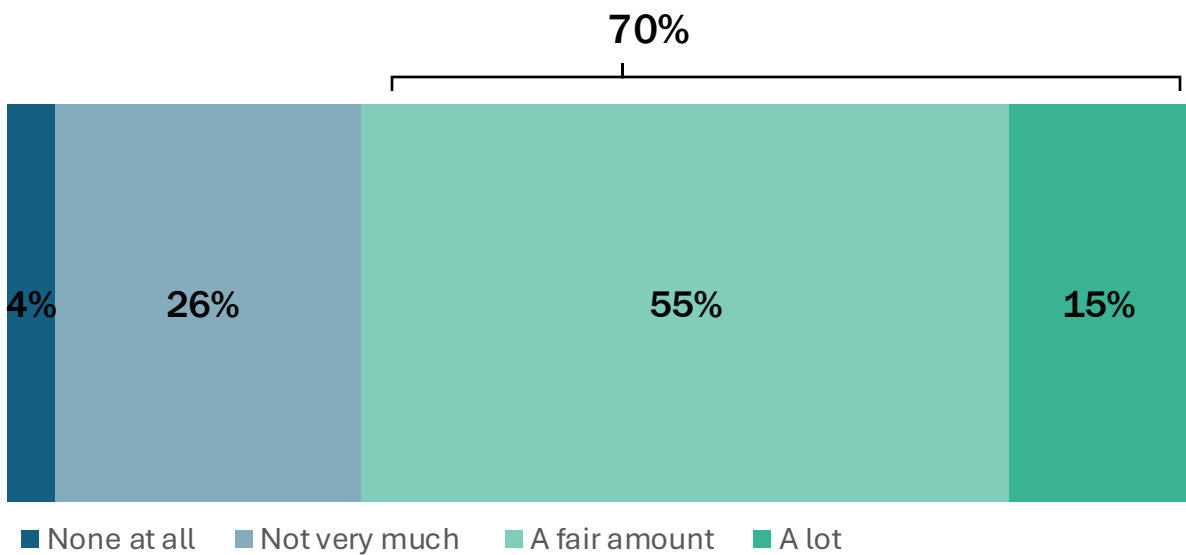


Homeowners - Energy efficiency actions & investment done

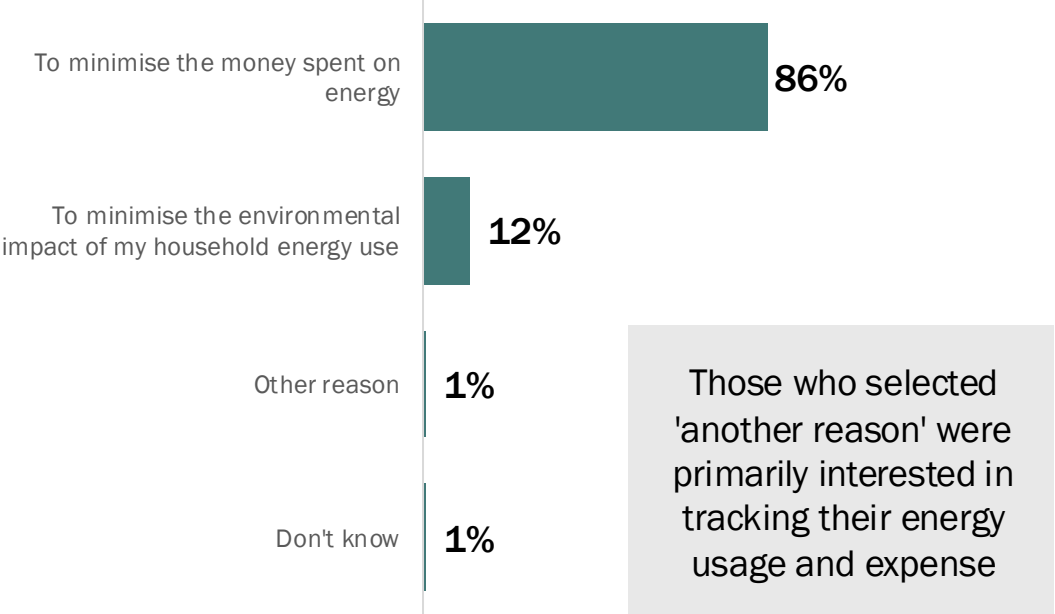


Most New Zealanders are financially motivated to think about their energy usage.

How much thought given to the electricity/ gas they use at home



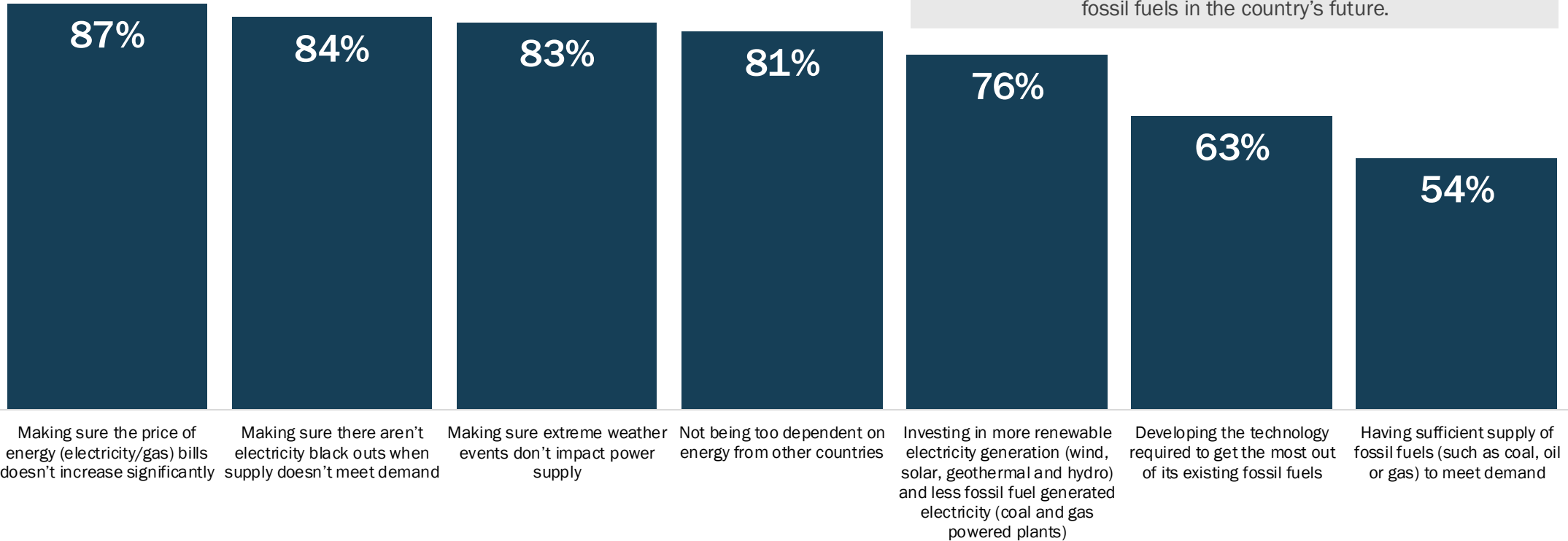
Those who pay a lot of attentions' reasons for paying attention



Q. How much thought, if any, would you say you give to the amount of electricity / gas you use in your home? Base: Total n=3085
Q. You said that you [pay a lot of / pay a fair amount of] attention to the amount of energy you use in your home. What is the main reason for this?
Base: Those who pay a lot or a fair amount of attention to the amount of energy they use n=2151, A lot n=465, A fair amount n=1686

Affordability and security of supply energy are the leading concerns for New Zealand households.

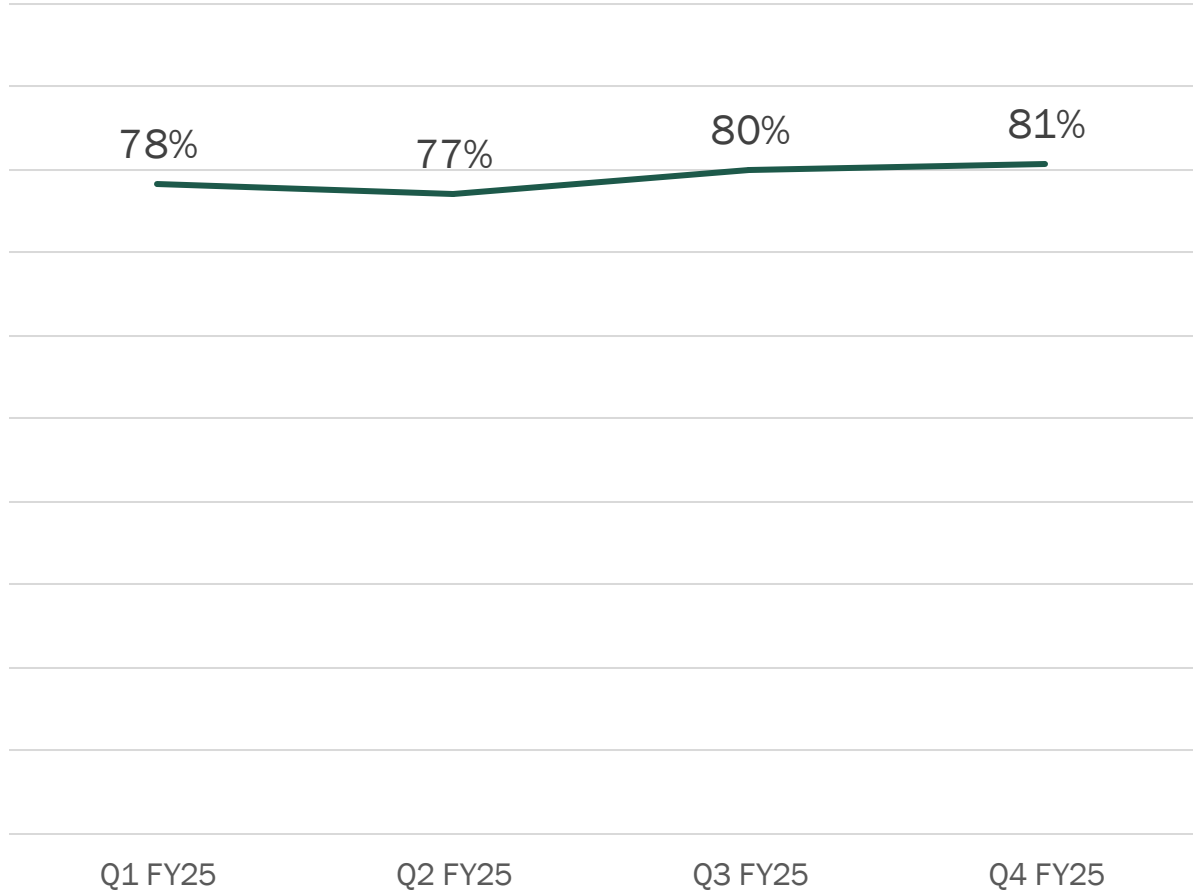
Percentage of New Zealanders that consider each statement important (T2B)



There is public support for energy efficiency – New Zealanders think it’s important everyone does their part, an opinion that has not wavered over the year.

Q. How much do you agree or disagree with the following statements (Net agree and strongly agree)
Base: Total n=3085, Q1 n=760, Q2 n=790, Q3 n=758, Q4 n=777

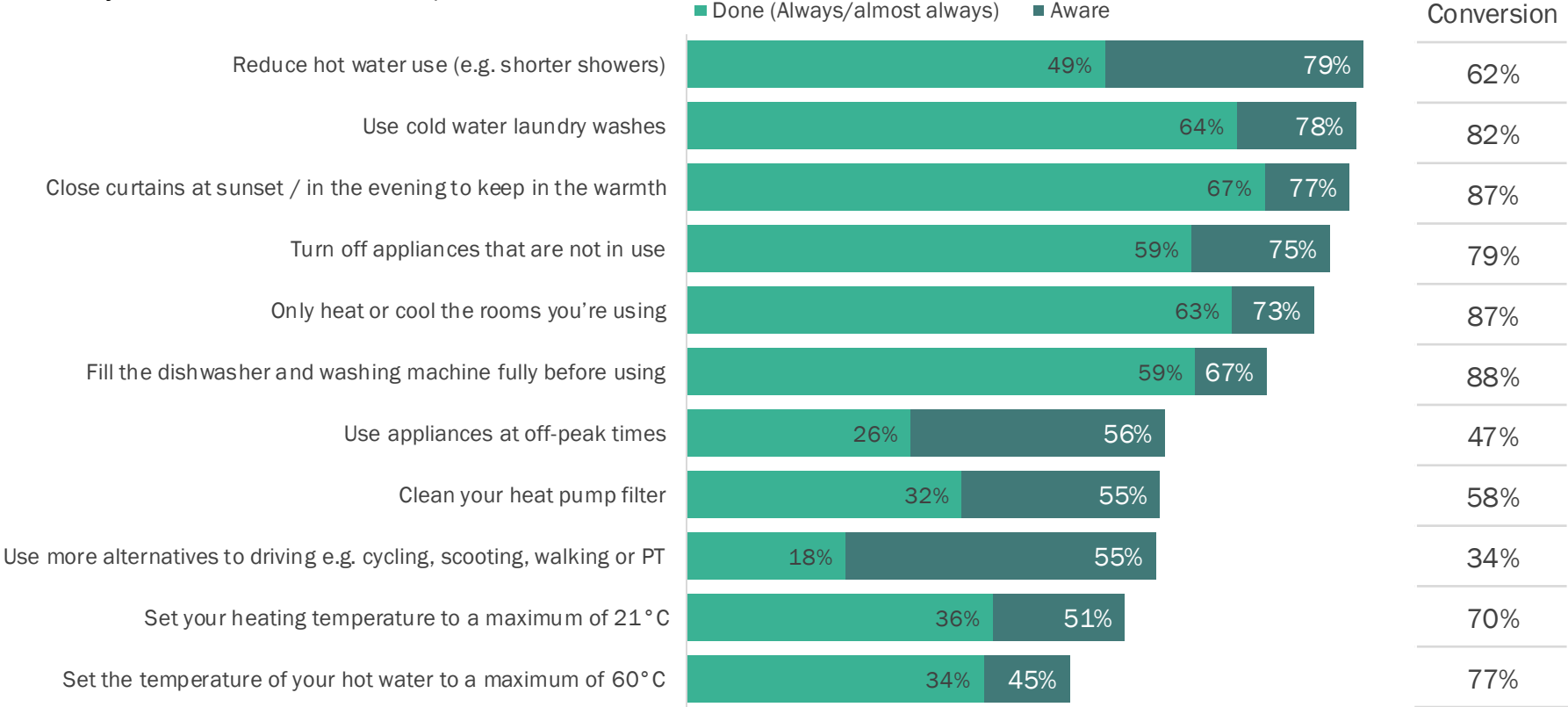
Agreement with the statement ‘It is important we all adopt ways of being more energy efficient’ (Strongly agree/ agree) – wave-on-wave



And most New Zealanders are aware of multiple low-cost ways their household could use energy more efficiently.

There remains an opportunity to convert low hanging fruit in the home – reducing hot water, using appliances at off peak where conversion is not as strong as other well-known actions.

Energy efficiency low-cost actions aware of / done



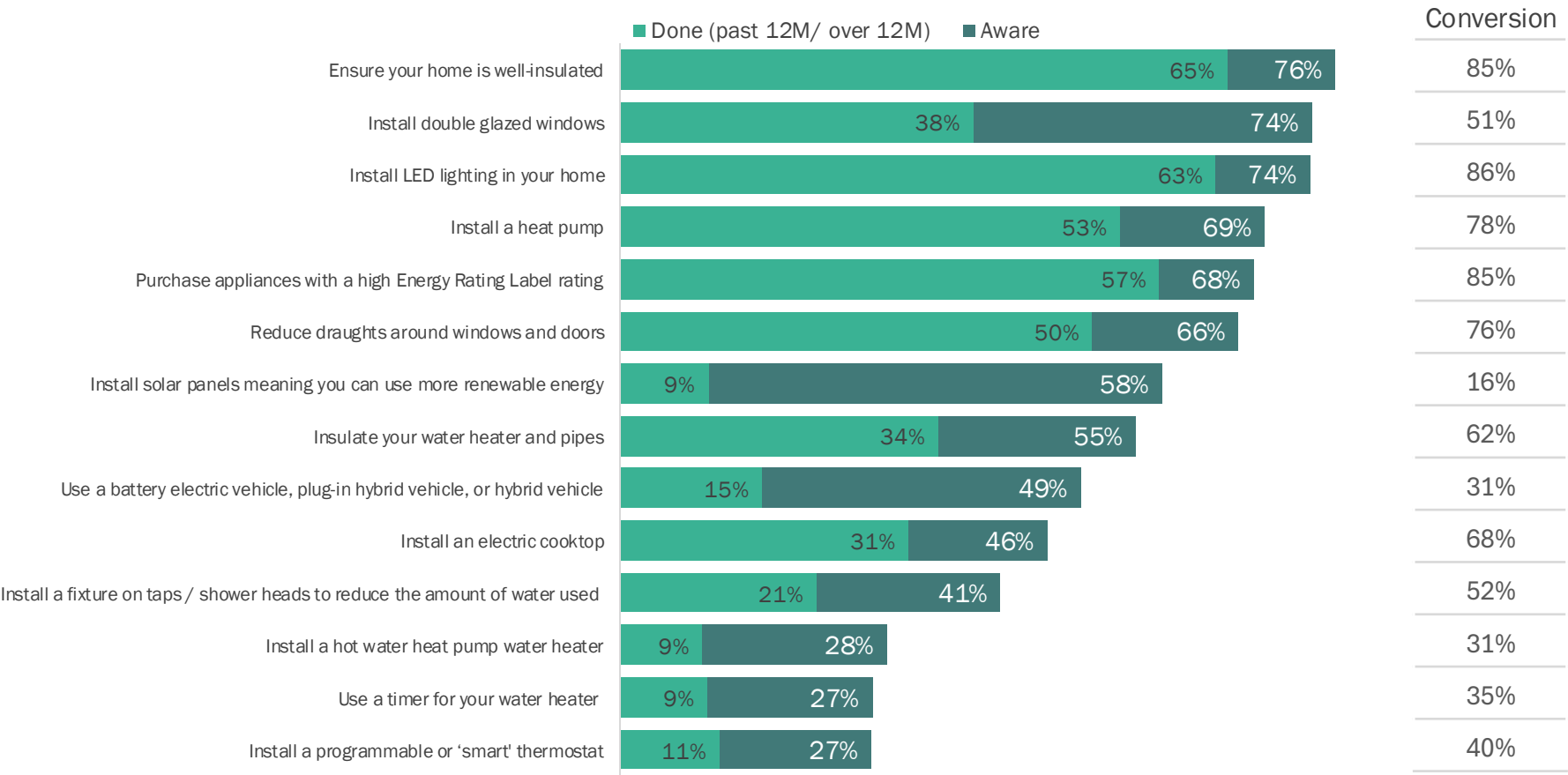
7.2
Average number of
low-cost actions
aware of (out of 11)

Q. Before today, were you aware of any of the following actions you could take to make your household energy use more efficient or increase your use of renewable energy?
Q. And which, if any, have you done?
Base: Total sample n=3085

Efficiency actions that require investment are fairly well known to homeowners.

However, actions related to water are falling behind – insulating pipes and cylinders, fixtures, hot water heat pumps and using timers.

Homeowners - Energy efficiency investment actions aware of / done

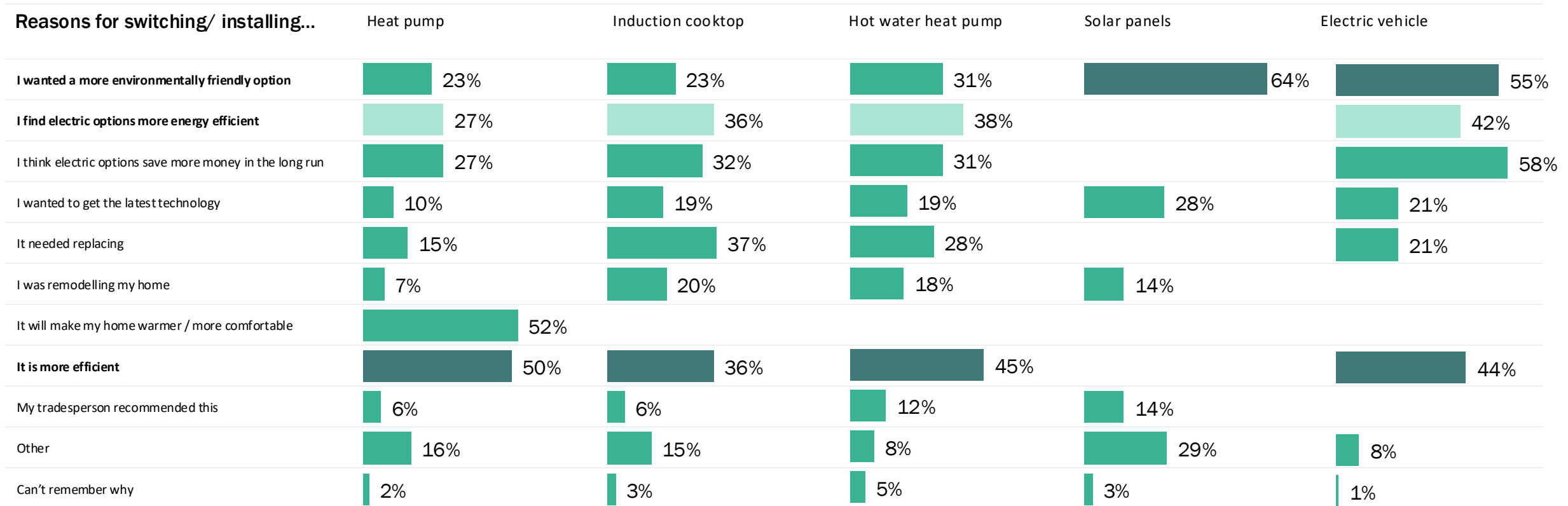


7.6
Average number of investment actions aware of (out of 14)

Q. Before today, were you aware of any of the following actions you could take to make your household energy use more efficient or increase your use of renewable energy?
Q. And which, if any, have you done?
Base: Homeowners n=1960

For those who have made a key electric appliance, technology or vehicle purchase, efficiency was the main motivation.

However, the reason of 'energy efficiency' specifically was less pronounced, suggesting that consumers are focused on the efficiency of the product to perform the task. Solar panels and electric/hybrid vehicles were more commonly installed because of environmental motivations.



Q. And why did you install solar panels? / And why did you install an electric cooktop? / And why did you install a heat pump? / Why did you use a battery electric vehicle, plug-in hybrid vehicle, or hybrid vehicle? / Why did you install a hot water heat pump water heater?

Base: Installed solar panels n=233 / Base: Those with electric cooktop n=798 / Base: Those with a heatpump n=1417 / Base: Those with an electric/hybrid vehicle n=409 /

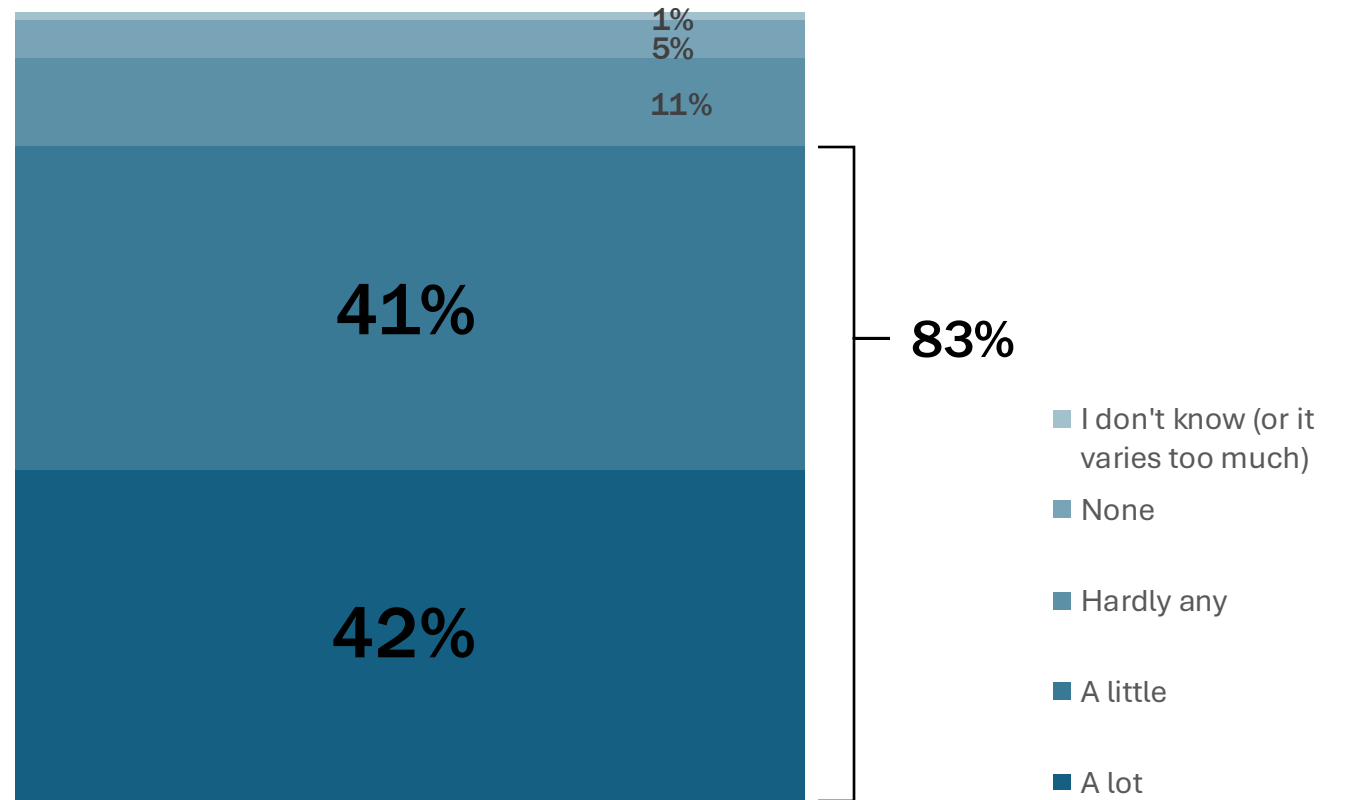
Base: Those with a heat pump water heater n=265.

Energy star ratings
captured the attention of
8 out of 10 consumers
who purchased an
appliance in the last year.

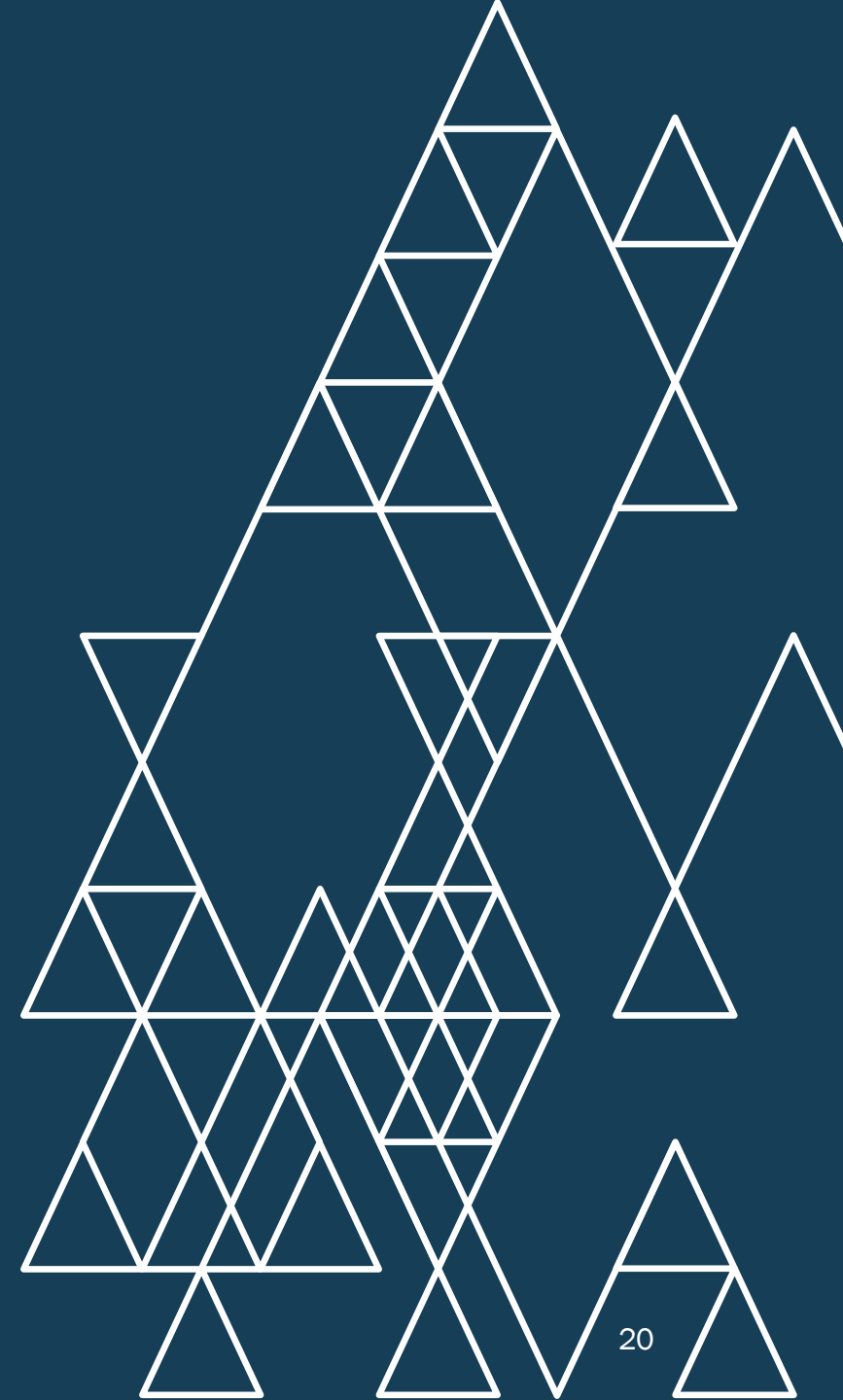
Q. Some industries use scales to show how energy efficient their products are. For example, you may have seen this on household appliances like fridges or dishwashers. When you made this purchase, how much attention did you pay to the energy efficiency rating?

Base: Those who have purchased an appliance in the last 12 months = 1627

Amount of attention paid to the energy star rating - those who have purchased an appliance in the last 12 months



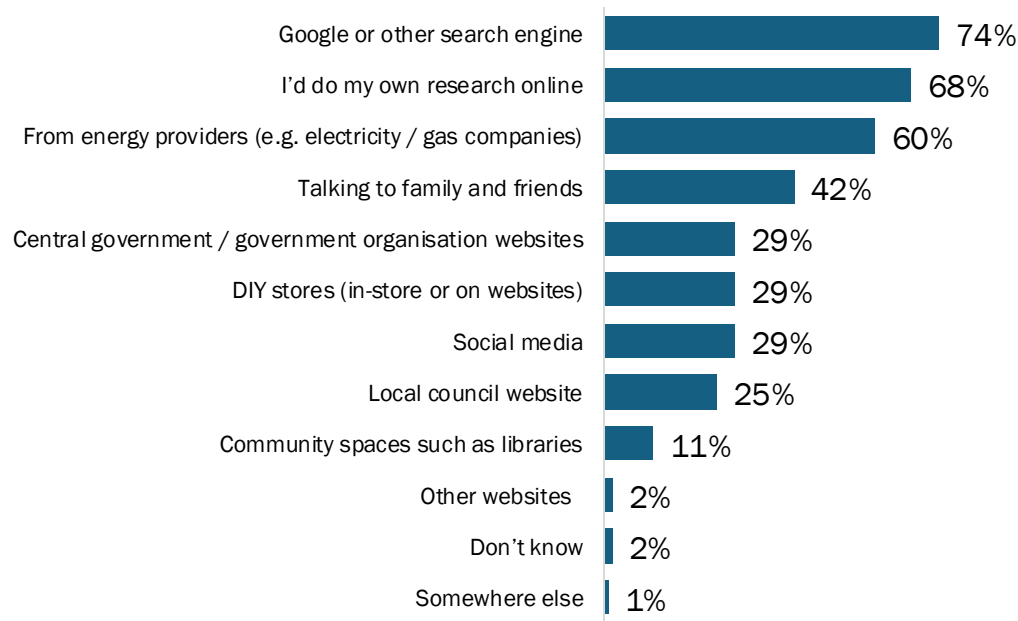
Supporting New Zealanders to be energy efficient



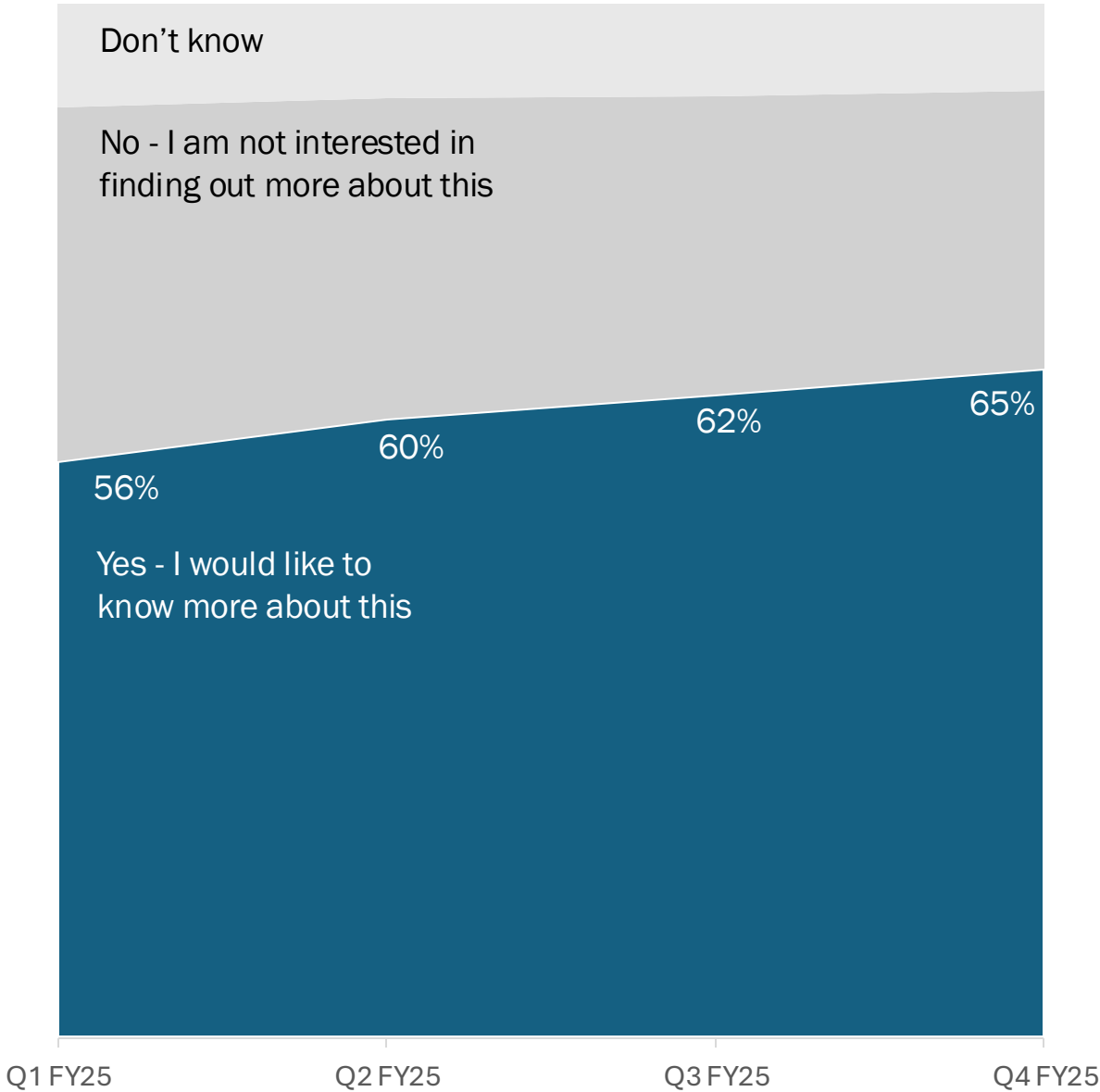
New Zealanders' interest in learning more about energy efficiency at home is mounting.

With most wanting to conduct their own online search to research the actions they could take.

Sources of information they'd look for about energy efficiency in their home

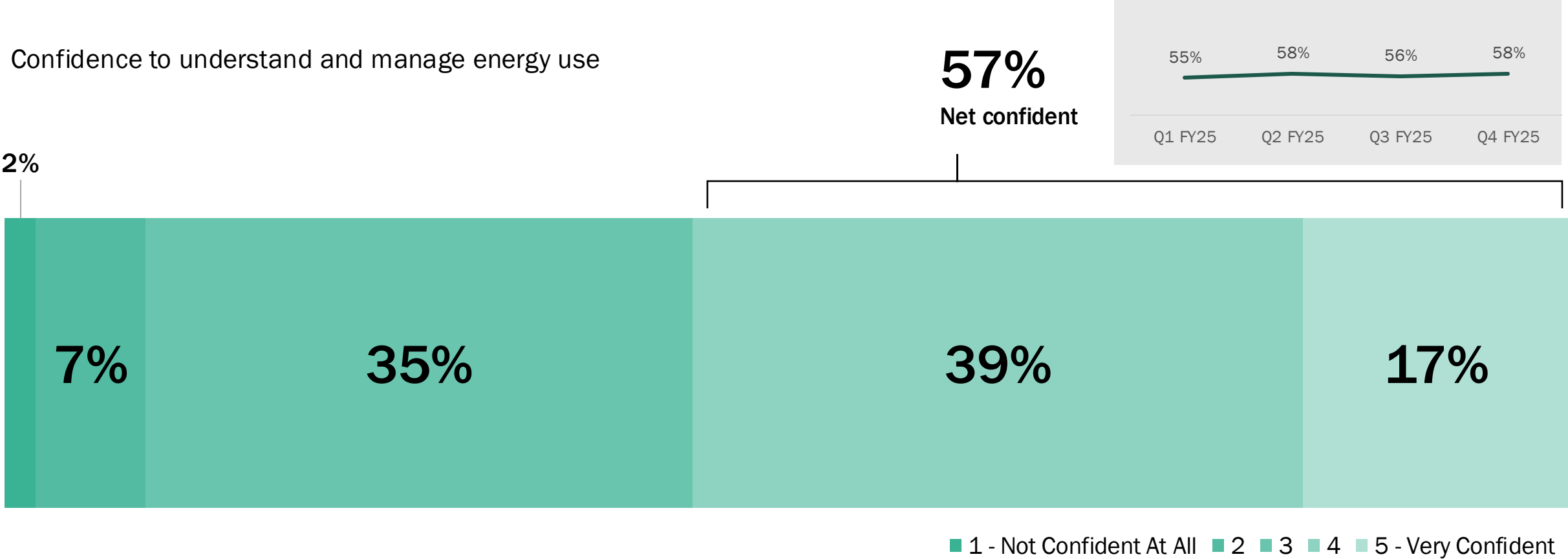


Interest in learning more about energy efficiency in their home – wave-on-wave



And there is room to grow consumers' confidence – over two fifths do not express confidence in their ability to understand and manage their energy use.

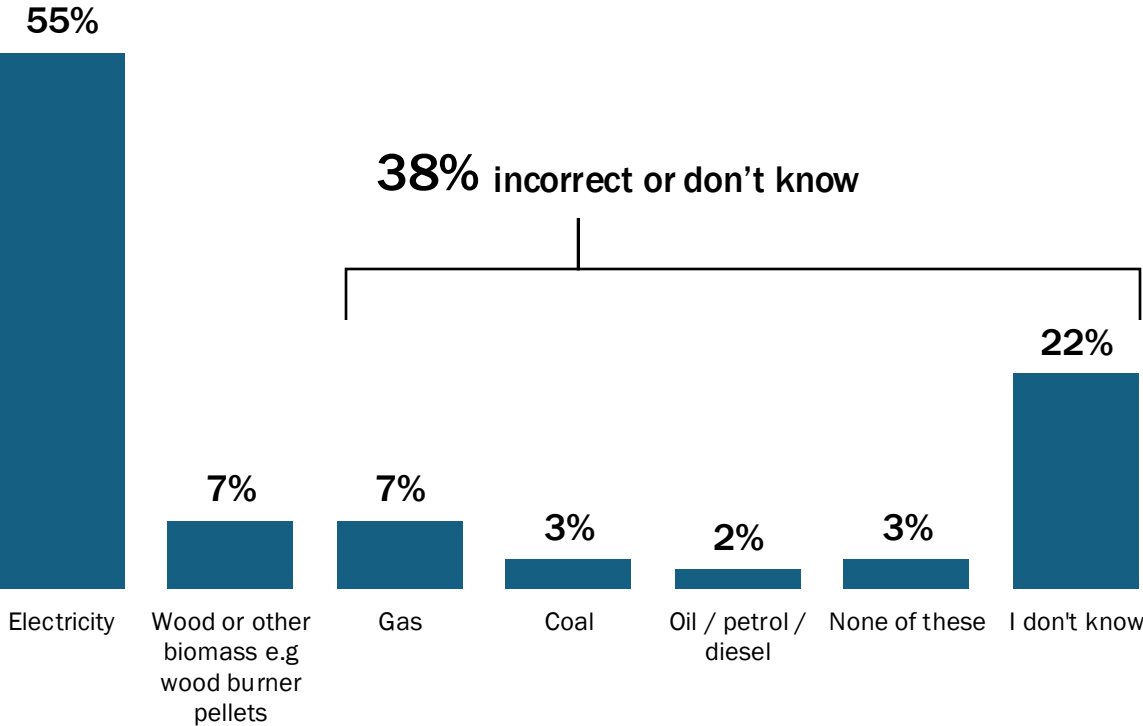
Confidence to understand and manage energy use



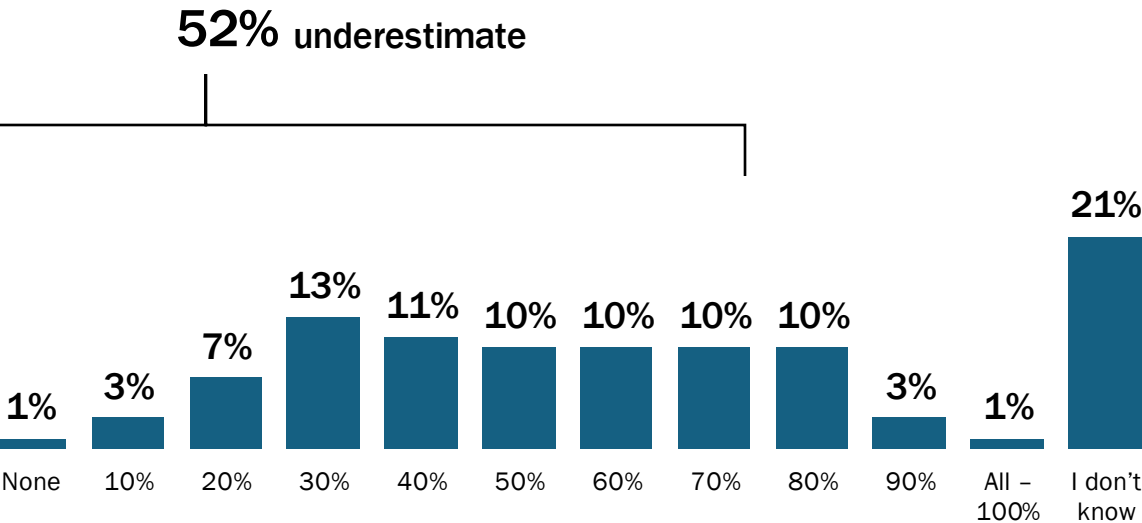
Households have knowledge gaps when it comes to New Zealand's renewable energy.

Just over half of consumers identify electricity as producing the lowest carbon emissions in New Zealand and 1 in 10 estimate 80% of the country's electricity is renewable.

Which produces the lowest carbon emissions in New Zealand



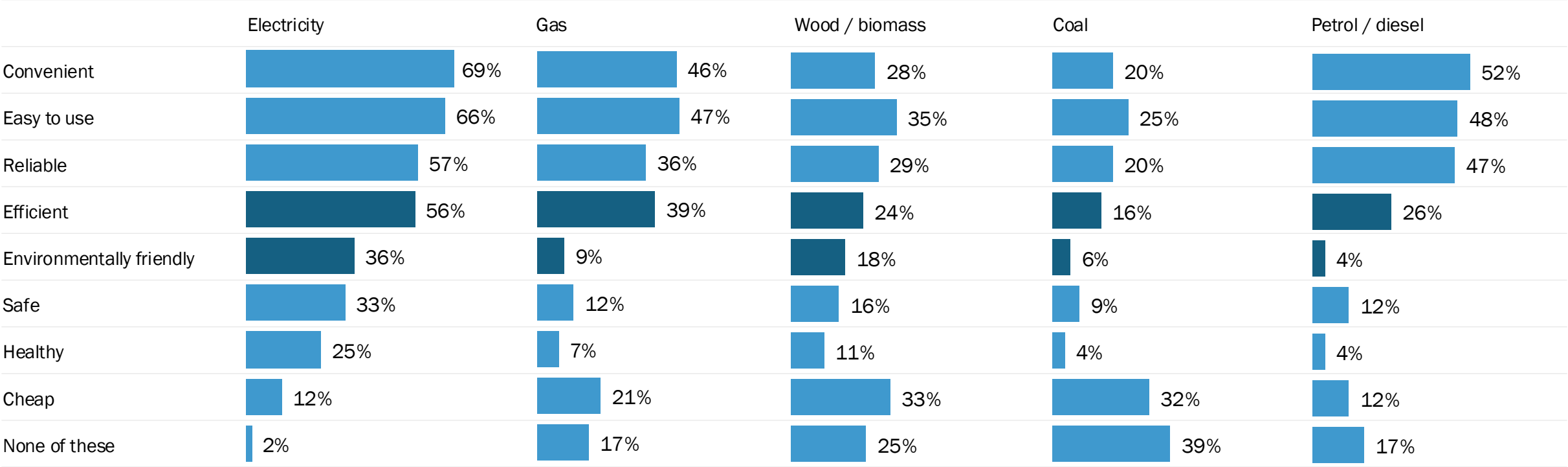
How much of New Zealand's annual electricity generation would you estimate is renewable



Q. Which of the following types of energy do you think produces the lowest carbon emissions in New Zealand? Base:n=3085 Some electricity generation is classed as “renewable”, which includes things like hydro, geothermal, wind and solar. How much of New Zealand's average annual electricity generation would you estimate is renewable?
Base: Total n=3085

Electricity tends to have more positive associations than other energy types particularly in its convenience, reliability and ease.

What words do you associate most with...



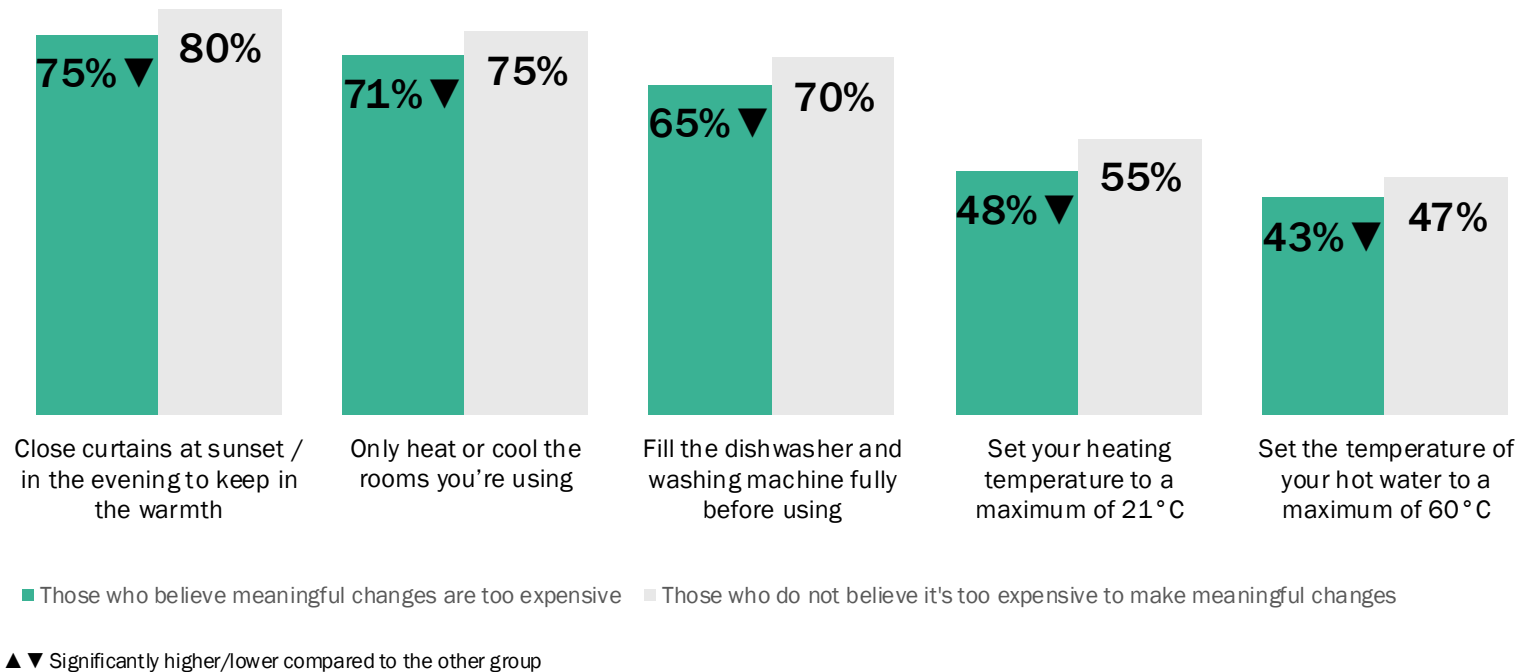
Q. We'd like you to think about different forms of energy you could use at home. Please choose the words that you most associate with Electricity / Please choose the words that you most associate with Gas / Please choose the words that you most associate with Wood / biomass. / Please choose the words that you most associate with Coal.
 Base: Total, assigned energy loop: Electricity n=1234, Gas n=1234, Wood/ biomass n=1233, Coal n=1235, Petrol/ diesel n=1233

Those who believe meaningful changes to reduce energy costs are too expensive are less likely to be aware of low-cost energy efficiency actions.

56%

Think it's too expensive to make changes that will make a real difference to how much energy their household uses.

Awareness of low-cost energy efficiency actions – those who believe meaningful changes are too expensive vs those who do not hold that belief



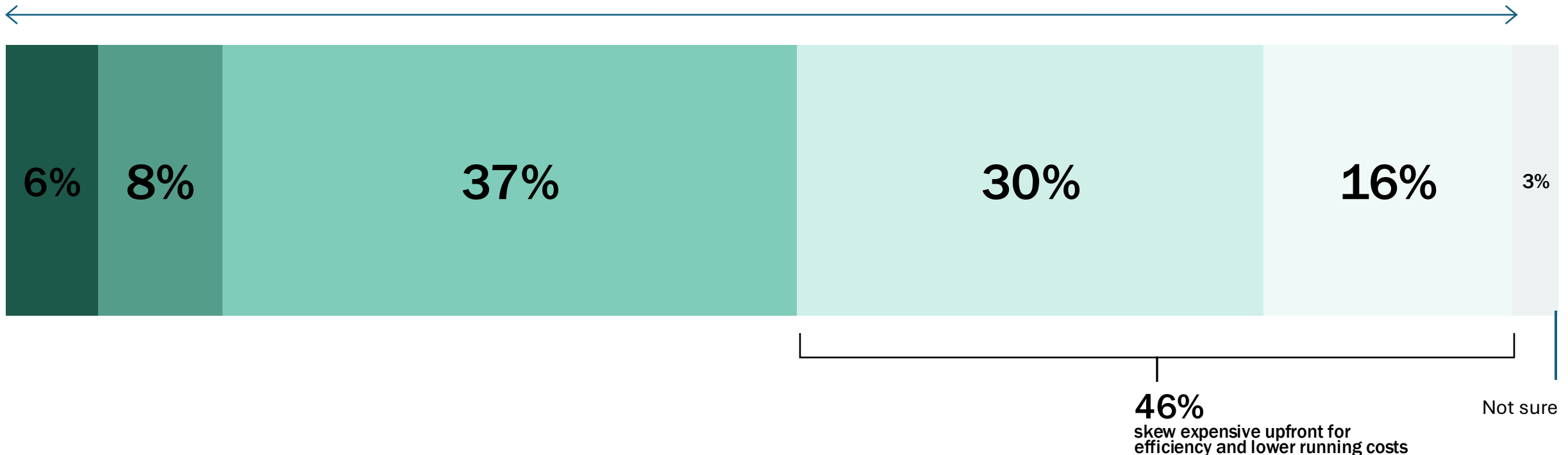
Q. How much do you agree or disagree with the following statements (Net agree and strongly agree)/ Before today, were you aware of any of the following actions you could take to make your household energy use more efficient or increase your use of renewable energy?
Base: Total n=3085, Believe meaningful changes are too expensive n=1728, do not believe meaningful changes are too expensive n=1357

Under half of New Zealanders make the trade-off of purchasing a more expensive appliance upfront if it were more energy efficient and cheaper to run long-term.

Consumers' orientation when considering purchasing a large household appliance such as a washing machine or dishwasher

I would typically go for the cheaper option and wouldn't factor in how energy efficient an appliance was / its run

I would typically go for a more expensive appliance if it was more energy efficient and cheaper to run long-term



Despite New Zealanders' belief that everyone should take part in being more energy efficient, there are indications that personal willingness lags.

61%

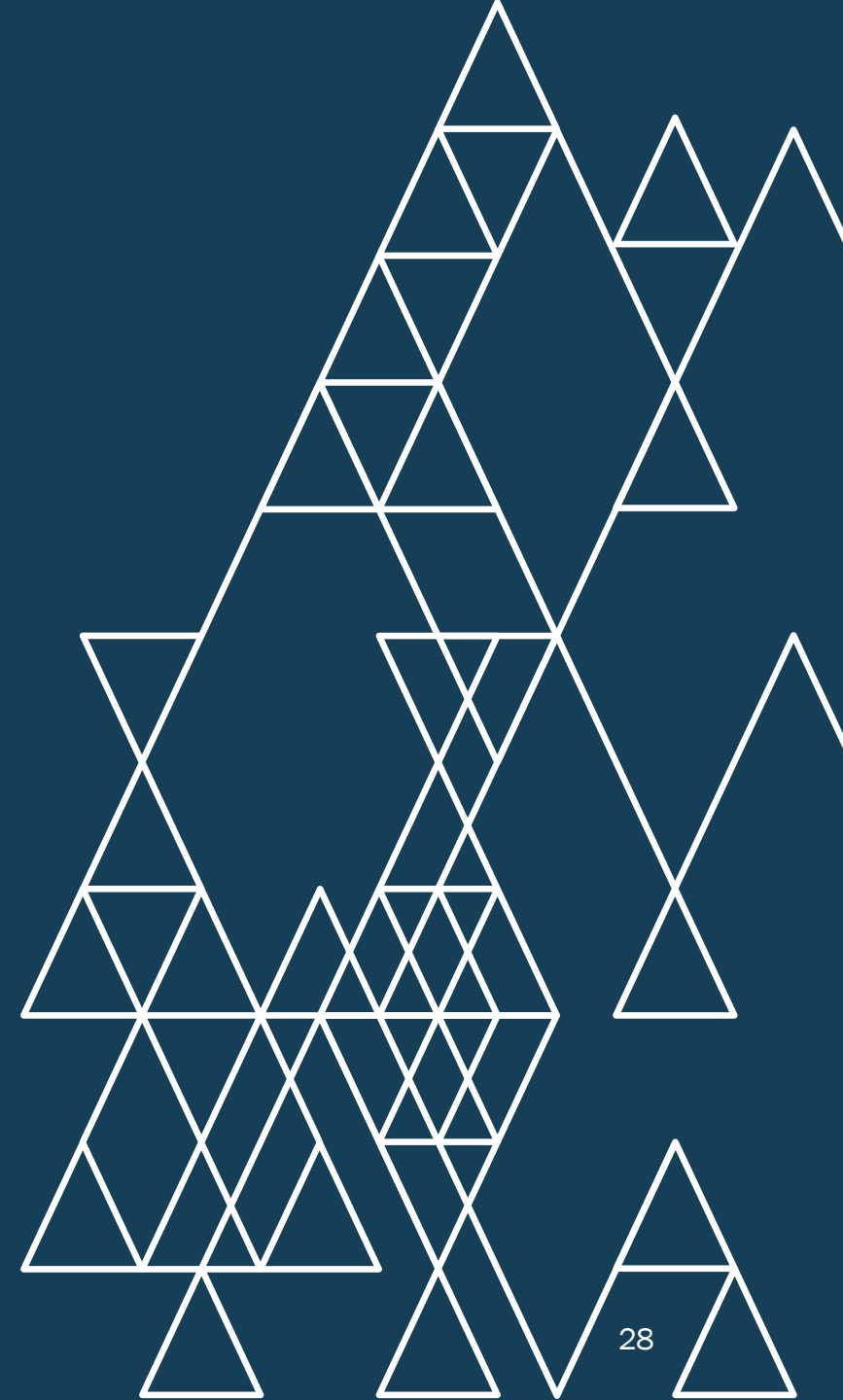
Willing to put in time and effort into researching energy efficiency for my home

79%

Think it's important we all adopt ways of being more energy efficient

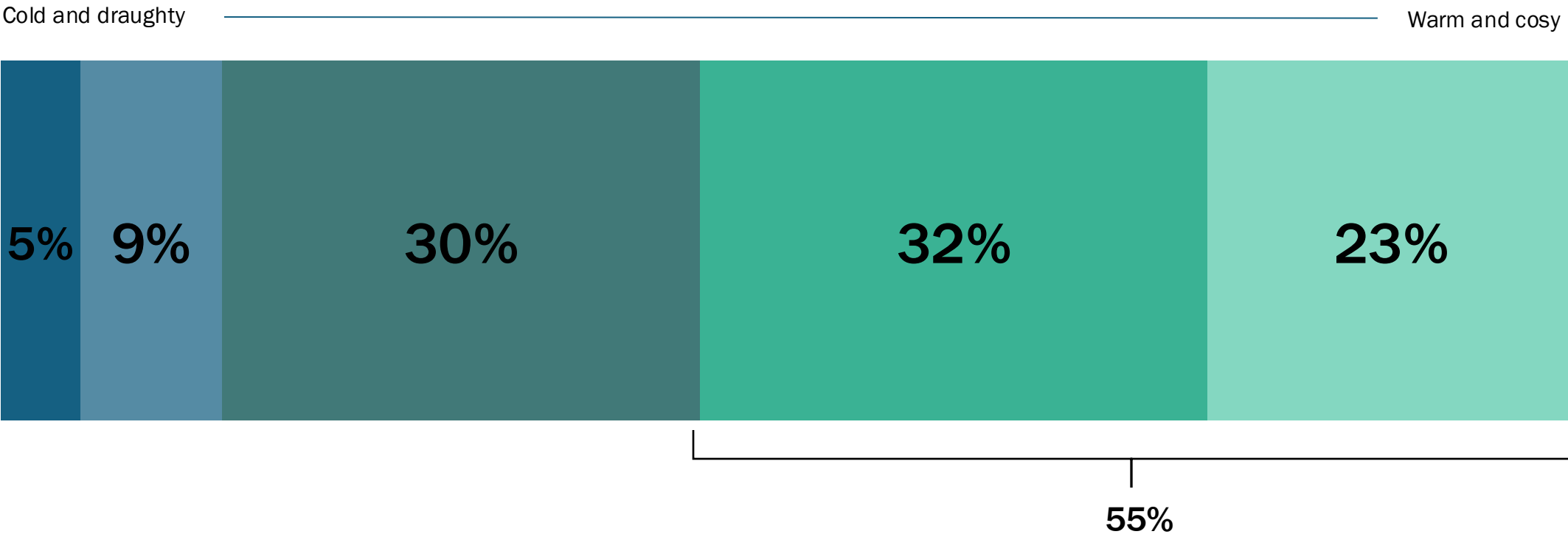
Exploring energy use and concerns in New Zealand homes

Exploring how comfortable people see their homes (warm and cosy versus cold and draughty), concerns people have about energy affordability in the future, and the level of control people feel they have over their energy bills.



Just over half of New Zealand households describe their home as warm and cosy.

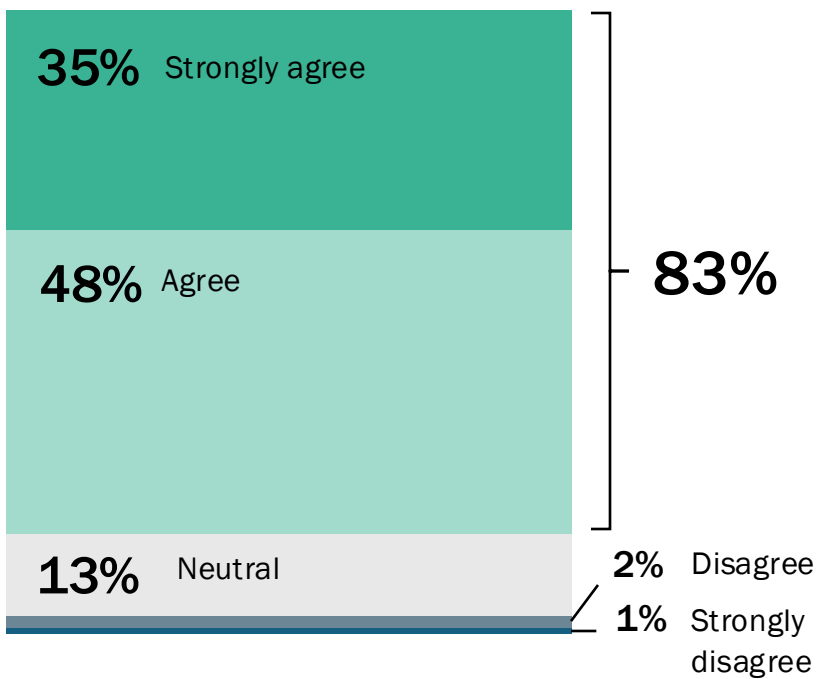
Would you say that your house is cold and draughty or warm and cosy?



Most consumers are worried about energy prices increasing.

Most are expecting prices to increase across all energy types, with sentiment strongest for electricity.

%Strongly agree/Agree 'I'm concerned that prices will go up compared to what I have paid in the past'

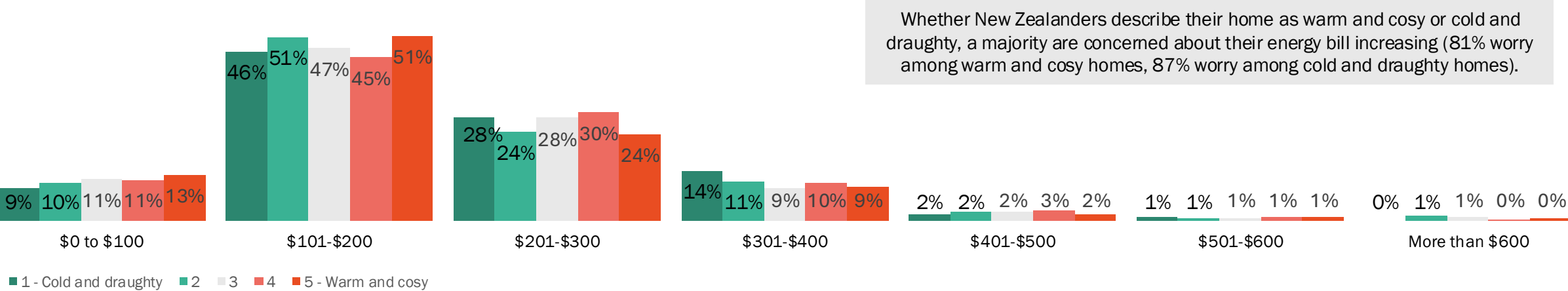


How consumers expect the price of energy sources to change in the next year?

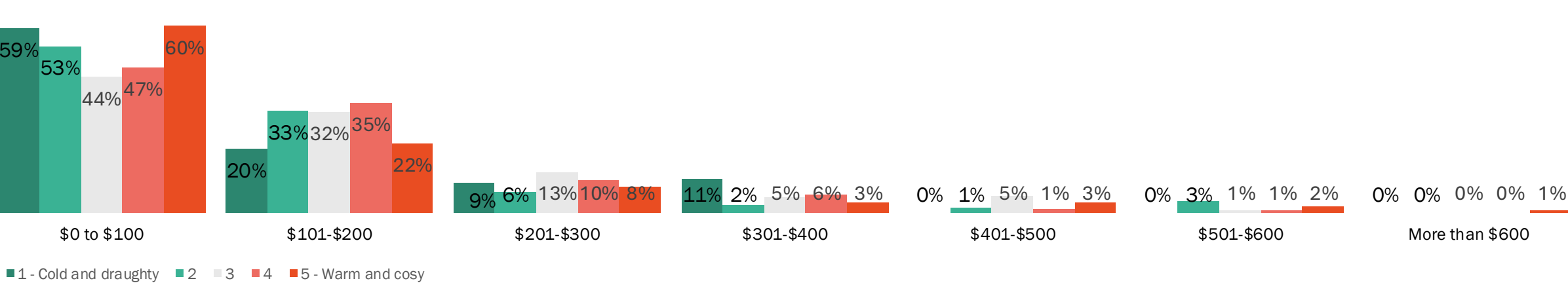
	NET Increase	No change	NET Decrease	Don't know	Not applicable to me
The price of electricity to your home	83%	11%	4%	2%	0%
The price of gas to your home	75%	16%	5%	3%	1%
The price of petrol / diesel	74%	13%	9%	3%	1%
The price of wood / biomass	65%	27%	3%	3%	3%
The price of coal	64%	17%	14%	5%	0%

However, the amount households spent on electricity and gas in a typical month is similar regardless of how cosy or draughty people see their homes.

Typical monthly electricity bill – by how they describe their home



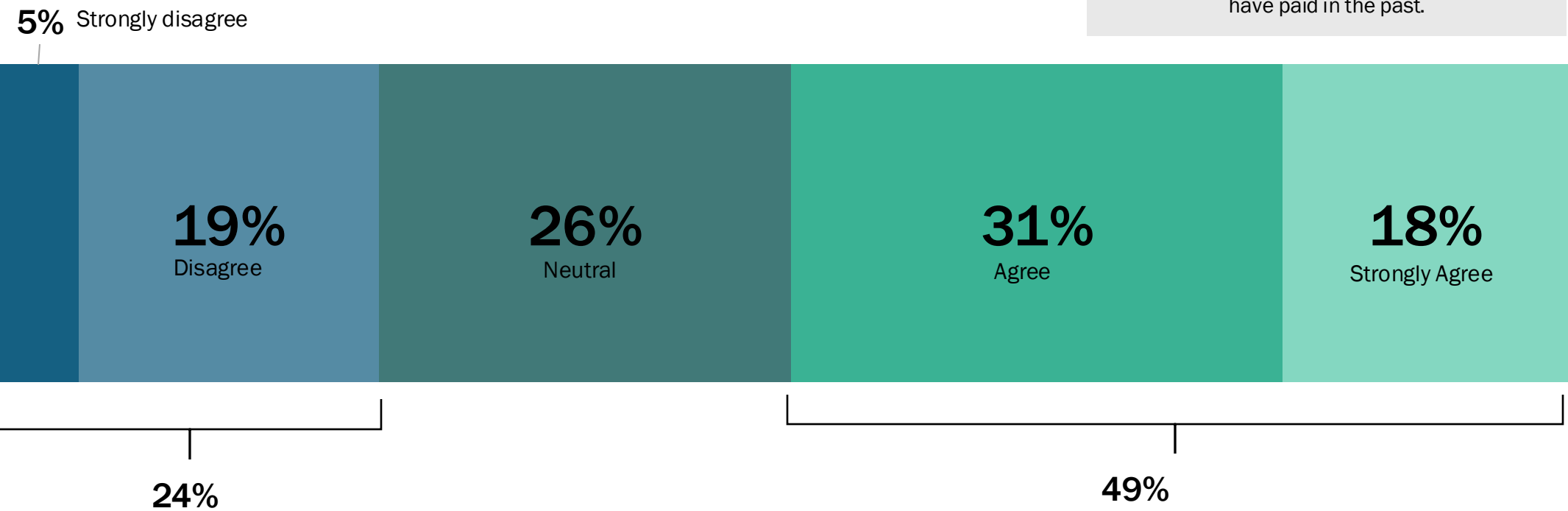
Typical monthly gas bill – by how they describe their home



Half of households worry about a lack of control over their energy bill.

A minority (24%) explicitly express that they are not concerned.

% Strongly agree/ Agree with 'I worry about my lack of control over energy bills'



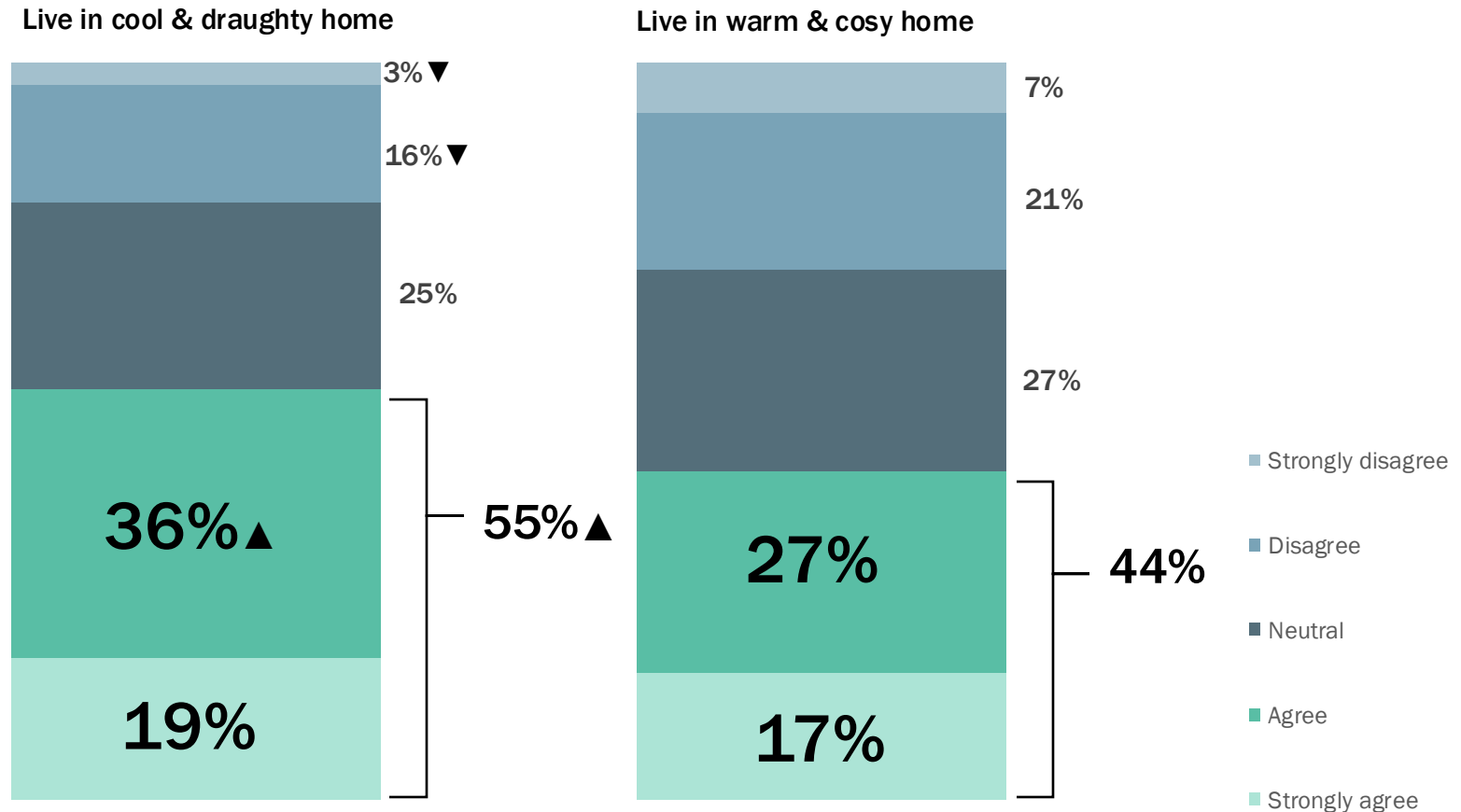
Those living in cool and draughty homes express greater concern for the lack of control they have over their energy bills, however worry is not exclusive to this group.

Over two fifths of people living in warm and cosy homes share this concern.

Q. Thinking about your home (rather than how much you heat it), would you say that your house is cold and draughty or warm and cosy? [Cool and draughty = 1,2,3/5. Warm and cosy = 4,5/5]. by To what extent do you agree or disagree with the following in relation to your gas/electricity bills - I worry about my lack of control over energy bills Base: Total connected to the grid n=2957, Cool & draughty home n=1332, Warm & cosy home n=1625

▲ ▼ Significantly higher/lower compared to the other group

Worried about my lack of control over energy bills



Energy efficient actions are more likely to be occurring in warm and cosy homes.

Those who are worried about lack of control over their energy bills and living in cold and draughty homes are doing low-cost actions in line with the population.

Q. And how often, if ever, do you do these in order to make your household energy use more efficient or increase your use of renewable energy? | And which, if any, have you done?
 Base: Total sample n=3085, Low cost action/ Investment action: Worried x cold n=713/645, Worried x warm n=701/660, Not worried x cold n=554/498, Not worried x warm n=853/810

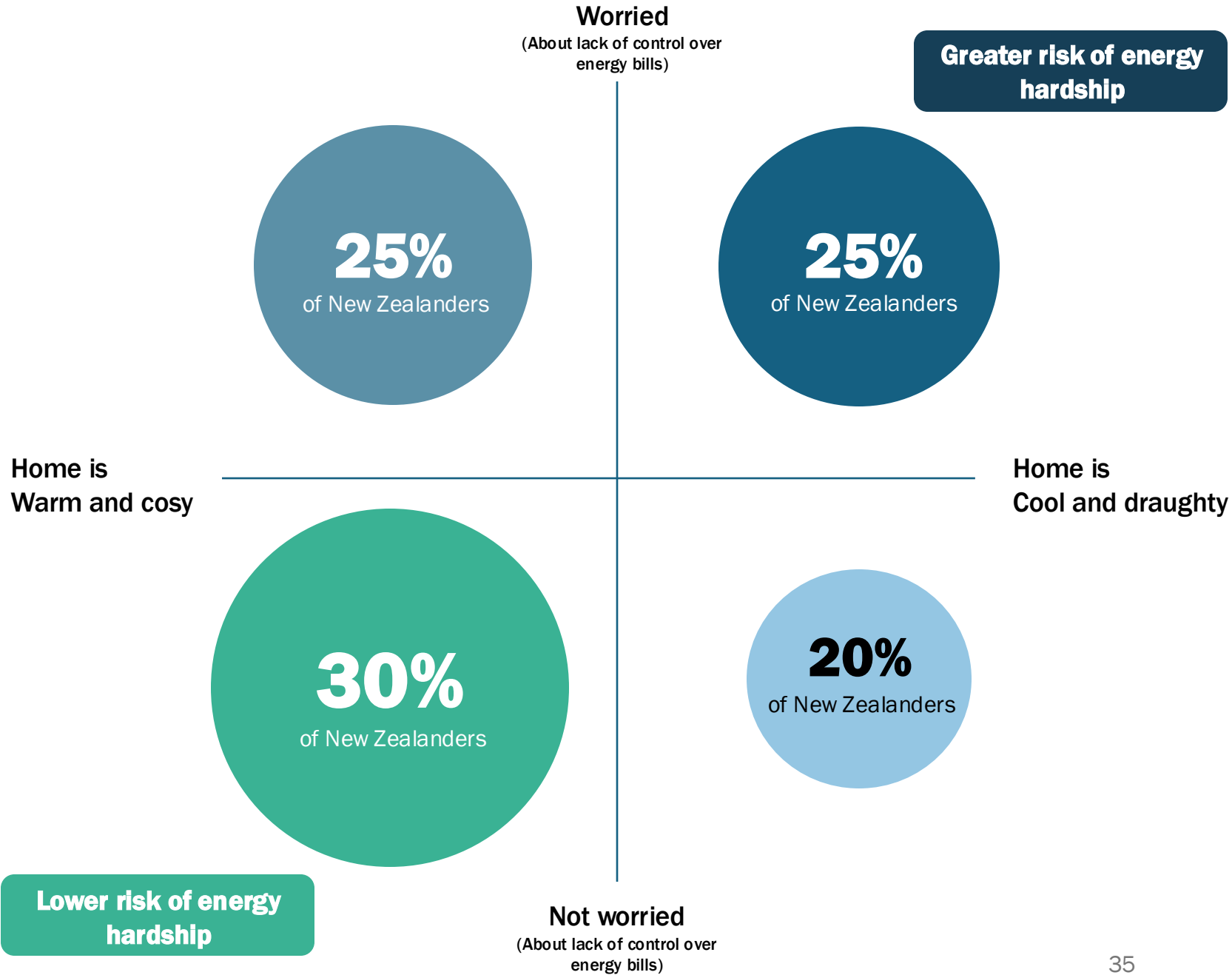
▲Green/ ▼Red Significantly higher/lower compared to the Total



Energy efficiency actions done – low-cost actions (always/almost always)/ investment actions (done last 12 months or over 12 months ago) that over or under-index versus the total					
	Total	Worried x Cold & draughty	Worried x Warm & cosy	Not worried x Cold & draughty	Not worried x Warm & cosy
Close curtains at sunset / in the evening to keep in the warmth	67%				71%
Only heat or cool the rooms you're using	63%				
Use cold water laundry washes	64%				
Fill the dishwasher and washing machine fully before using	59%		64%	55%	63%
Turn off appliances that are not in use e.g. second fridge, heated towel rails	59%	64%		54%	
Purchase appliances with a high Energy Rating Label rating	50%			43%	58%
Reduce hot water use (e.g. shorter showers)	49%				
Reduce draughts around windows and doors (e.g. sealing air leaks, using draught excluders)	45%				
Set your heating temperature to a maximum of 21 °C	36%		40%	30%	
Clean your heat pump filter	32%	26%	36%	25%	39%
Set the temperature of your hot water to a maximum of 60 °C	34%			27%	39%
Use appliances at off-peak times	26%				
Use more alternatives to driving e.g. cycling, scooting, walking or using PT	18%				
Charge your EV at off-peak times (or from your solar panels if you have them)	3%				

Ability to control energy bill and quality of housing divides New Zealand households.

Q. Thinking about your home (rather than how much you heat it), would you say that your house is cold and draughty or warm and cosy? [Cool and draughty = 1,2,3/5. Warm and cosy = 4,5/5]. by To what extent do you agree or disagree with the following in relation to your gas/electricity bills - I worry about my lack of control over energy bills [Worried = Strongly agree/ agree. Do not worry = Strongly disagree/ disagree/ neutral/ not sure]
Base: Total connected to the grid n=2957



Demographics and mindset differences distinguish the groups.

Those that may have a greater risk of energy hardship are more likely to be households with children, renters, and financially uncomfortable.

They are also more likely to think about their household energy and lack confidence in understanding or managing their energy use.

Q. Thinking about your home (rather than how much you heat it), would you say that your house is cold and draughty or warm and cosy? [Cool and draughty = 1,2,3/5. Warm and cosy = 4,5/5]. by To what extent do you agree or disagree with the following in relation to your gas/electricity bills - I worry about my lack of control over energy bills [Worried = Strongly agree/ agree. Do not worry = Strongly disagree/ disagree/ neutral/ not sure]

Base: Total connected to the grid n=2957

Audience skews (significant versus total sample at 95% CI)

